



# Lauren Smith

Wellbeing Account Manager at Retail Trust

London, UK

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## Languages

English (Native)

## About

From 1832 onwards, the Retail Trust has been caring for and protecting the lives of people working in retail. We believe the health of our colleagues is the foundation they need to flourish in both work and life, creating a more sustainable and successful future for retail.

I have joined Retail Trust as an Account Manager, responsible for supporting and consulting customers on the services RT provide for the wellbeing, physical and mental health of retail employees. As the charity continues to expand and grow in the evolving retail world, there are exciting opportunities to explore with tailor-made services to suit all retail workers from warehouse to store to head office.

My career began as a sales advisor for New Look and I have since gained 8 years experience across the sales and retail industries. My most recent career development has been as an Account Manager for the wholesale and charity sectors, at Radley London and Retail Trust respectively. I have a diploma in Buying and Merchandising from the Fashion Retail Academy, and have skills in sales & negotiation, relationship management, stock management and sales related systems (Excel, Dynamix, Salesforce).

In my spare time I enjoy travelling, music, and most recently, roller skating!

### BRANDS WORKED WITH



## Experience



### Account Manager

Retail Trust | Feb 2022 -

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### Junior Account Manager

Radley London | Nov 2021 - Feb 2022

Following a promotion I moved into the position of Junior Account Manager at Radley London. I was responsible for the Travel Retail division, as well as supporting the Regional Sales Manager with the UK Independent Account base.

I supported and grew business in partnership with Radley London, selling in new seasons and categories as part of the growth and elevation strategy of the brand. I processed in-season and reorders, supported accounts with marketing materials and store VM. I closely reviewed stock movements and shipping schedules to ensure my sector of the Wholesale division was hitting monthly and seasonal targets.



### Sales Account Executive

Radley London | Nov 2019 - Nov 2021

I supported the Regional Sales Manager with managing 60+ Independent UK Accounts spanning boutiques, department stores and E-commerce customers.

I also managed the go to market materials for the Wholesale team including catalogues for remote sell-ins, diary bookings for selling ap-

pointments and order and product sheets for customers both UK and international.



- **Wholesale Administrator**

Ted Baker | Apr 2019 - Oct 2019

Administrative and sample management support to the Wholesale Sales Team (Key Independents - womenswear and women's accessories). First point of contact for trustees for generating sales orders, booking in appointments and sending EAN/barcoding reports. Assisted in the showroom in the set up for selling season, maintained visual merchandising standards and packed down samples and distributed to sample sales and outlets. Built and maintained databases for stock management and liaised with Buying and Marketing teams about product changes and promotions.



- **Supervisor**

French Connection | Sep 2018 - Apr 2019

Supervised the Cambridge store while studying part-time at the Fashion Retail Academy. Assistant managed a small team of six; created team and individual targets and delegated sales assistant tasks. Rearranged the stock through visual merchandising and promotional POS. Weekly conference calls with the area manager and head office team.



- **Specialist Recruitment Consultant - Office Support**

Interaction Recruitment | Apr 2017 - Jul 2018

360-recruitment. Generated leads in Office Support work in Cambridge and surrounding towns, as well as maintaining relationships with warm clients. Sourced a multitude of temporary and permanent candidates, registering and offering CV advice. Arranged meetings with clients and worked towards monthly sales targets. General admin duties/generated payroll.



- **Consultant**

Clinique | Jul 2016 - Apr 2017



- **Senior Sales Advisor**

New Look | Aug 2013 - Aug 2016

## Education & Training

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2020 - 2020 ● **University of the Arts London**

Associate of Arts - AA,

2018 - 2019 ● **The Fashion Retail Academy**

Buying and Merchandising,

2016 - 2016 ● **DFMA Makeup Academy**

Fashion, TV and Media Makeup & Hair,

- **Cromwell Community College**

A Levels -,

- **Cambridge Junction**

Level 2 Apprenticeship,