



# Federico Bellini

Store Manager Central London at Dune London

📍 London, UK

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## Languages

Italian (Native)

English (Fluent)

## About

An adaptable, enthusiastic and commercially aware individual with excellent communication and interpersonal skills. The ability to work with all levels of seniority and develop and maintain strong relationships.

### BRANDS WORKED WITH

Dune London

Foot Locker

Foot Locker Europe

Levi'S Footwear & Accessories

## Experience



### ● Store Manager Central London

Dune London | Jan 2020 - Now



### ● Dual Site Manager Westfield White City

Dune London | Jul 2019 - Jan 2020



### ● Store Manager Westfield White City

Dune London | Jun 2017 - Jun 2019

- Accountable for leading, coaching and developing all team members to execute company objectives and deliver sales results.
- Responsible for all aspects of store management, including, execution of company standards, customer service, visual merchandising, Health and Safety and store operations.
- Responsible for ensuring hours, wages and scheduling guidelines are managed accurately to meet store staffing and hours targets.
- Responsible for ensuring compliance with all company policies, procedures and standards are consistently complied with and holding store team accountable.
- Accountable for maintaining a safe and secure store environment for staff and customers and training all staff in Health and Safety procedures.
- Manage all non-compliant reporting and health and safety risks to district managers and store facilities.
- Manage the recruitment process of all store staff including sourcing, interviewing and appointing candidates that fit company needs as well as the creation of induction plans and objectives.
- Responsible for ensuring that HR policies and procedures are consistently applied across the store.
- Manage and prioritise work load to ensure objectives and targets are completed to the highest standard and meet the deadline provided..
- Train all team members on the Foot Locker customer experience program and the Sales and Management Development program to maximize sales.
- Lead by example by demonstrating the core values in day to day behaviour.



### ● Flagship Store Manager, House of Hoops

Foot Locker | Nov 2016 - May 2017

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## ● Store Manager

Foot Locker | Dec 2015 - Nov 2016

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- Lead by example by demonstrating the core values in day to day behaviour. Key Achievements
  - Increased store performance, achieve company target.
  - Breaking the store records.
  - Restructuring the in-store staff and management teams to facilitate the resolution of issues and to increase business performance.
  - Delivering sales gain more than 90k compared to the previous year

## ● Manager in Waiting

Foot Locker Europe | Nov 2015 - Dec 2015

## ● Manager in Training

Foot Locker Europe | Aug 2015 - Nov 2015

- Priority is to drive Sales to maximize Sales and Profit goals for a specific Store.
- Accountable to assist Store Manager to coach and develop all Team Members to execute Company strategy.
- Assisting Store Manager in ensuring team members are trained on the Foot Locker Customer Experience program and the Sales and Management Development Program to maximize Sales.
- Assisting in all aspects of Store Management, including execution to Company Standards in all aspects of recruiting, hiring, training, Customer Service, Visual Merchandising and Store Operations
- Assisting store manager to ensure compliance with all Company policies, procedures and standards and holds team accountable in absence of the Store Manager.
- Accountable for maintaining a safe and secure store environment, training all staff in H&S procedures and reporting all non-compliant or

H&S risks to Store Manager and Store Facilities.

- Assumes full leadership and managerial responsibilities when the Store Manager is not present.

- **Assistant Store Manager**

Foot Locker Europe | Jul 2013 - Aug 2015

- Responsible for motivating and retaining staff.
- Dealing with enquiries and complaints.
- Allocating human resources and ensuring appropriate matches between personnel, Recruiting and interviewing potential employee,
- Giving advice and guidance on product selection and the alternative services we provide.
- Dealing with customer exchanges and refunds.
- Dealing with paperwork and the delivery and transfer of stock.
- Involved in stock control and management.

- **Sales Associate**

Levi'S Footwear & Accessories | Apr 2011 - Apr 2013

ASSISTING IN SALES, USE OF THE TILL, RECEIVING MERCHANDISE, VISUAL MERCHANDISING, MANAGING THE SHOP. BUSINESS OR SECTOR: THE SALE OF JEANS MEN/WOMEN'S CLOTHING.