



Anna Cho

Retail Excellence, Operations, Commercial Manager

London, UK

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Languages

English (Fluent)

Korean (Fluent)

Spanish (Basic)

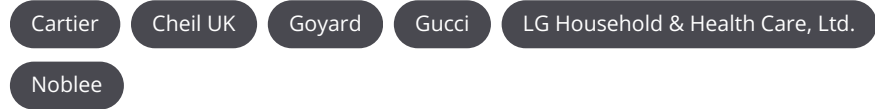
Chinese (Basic)

French (Basic)

About

Retail excellence professional with 10+ years' experience working in the luxury fashion and beauty sectors. A proven track record of retail brand management, sales operations, client relationship management, and training. Holder of a mathematics and economics degree. Adept in handling mass data and delivering KPIs and analysis. Excellent problem-solving abilities and a knowledge of what is required to meet demanding sales targets while maintaining the highest of standards.

BRANDS WORKED WITH



Experience



Commercial Manager - Samsung

Cheil UK | Oct 2022 - Sep 2023

- Oversaw the financial performance of three subsidiaries, ensuring budgetary compliance and identifying cost-saving opportunities. Conducted retail project process management training for employees, leading to a 59% increase in project completion.
- Enhanced operational efficiency by 5% and surpassed time input targets by 108% through active facilitation of team time management and meticulous record-keeping.
- Achieved a 61% increase in e-bidding rates by training team members and regularly monitoring the system result.
- Initiated the development of a customised Confluence page to share project guidelines, effectively spreading across various teams, including Retail, UK, and Europe.
- Collaborated with the general counsel to review and finalise project contracts.

Product Manager

LG Household & Health Care, Ltd. | Jun 2021 - Oct 2022

- Contributed to achieving 135% of the sales target in 2022 by successfully executing sales and marketing projects in 36 accounts across EMEA and Russia. Helped establish LG H&H's EMEA and Russia operations as part of a team of seven.
- Conducted daily and monthly performance analysis for three brands' business reviews with company HQ.
- Acted as the primary liaison between HQ product development team and buyers to enable the growth of the brands.
- Lead the promotional calendar to support business objectives and ensure products sell in-store (United Kingdom).
- Managed budget, merchandising forecasts, and pricing architecture for RRP's in multiple currencies.
- Managed third party agency for eCommerce sales, customer service and EDI application interfaces to help streamline the process of orders.
- Directed content strategies on social media platforms.



Retail Excellence Assistant Manager Asia

Goyard | Apr 2019 - Sep 2020

- Highlights:
- Designed and implemented the first standardised CRM guidelines, segmentation system and boutique dashboard for Goyard Asia (China/Hong Kong/Singapore/Japan/South Korea).
 - Drafted and delivered induction and sales training for all boutique and office staff in the Asia region (approx. 120).
 - Contributed toward a 42% Asia region sales increase in 2019 when compared to 2018. This represented 43% of Goyard's worldwide sales in 2019, making the Asia region the biggest globally.
 - Contributed toward reducing the Covid-19 induced sales reduction to 9% YTD with a prediction of flat growth by year end. In September 2020,

Asia represented 63% of Goyard's global sales.

Responsibilities:

- Ensured all 15 boutiques across Asia were equipped with the company's standard operations/KPI follow-up tools.
- Managed proper and effective client data capture reporting directly to Managing Director Asia.
- Worked closely with HQ to draft suitable product training guidelines and delivered product sales training to Asia region sales staff.
- Worked with country managers to identify boutique weaknesses and provided targeted training to boutique managers to improve sales performance.
- Improved company's global client repeater rate tracking by working with company HQ to improve boutiques' IT systems.
- Provided quantitative and qualitative analysis on clients' profiles including client profiling and segmentation, store patterns in terms of client base and purchasing habits as well as correlation analysis between stores across Asia Pacific.
- Oversaw the client information management system and ensured quality control.
- Responsible for analysing the CRM performance of boutiques and staff across the Asia region.
- Analysed, consolidated, and optimised data reporting (flow and format) to ensure findings could be efficiently shared across Asia and with company HQ.
- Prepared weekly/monthly Asia region data analysis reports and charts for business review with company HQ.



● Senior Retail Executive

Goyard | Jul 2015 - Mar 2019

Highlights:

- Developed countrywide CRM guidelines and segmentation system that was adopted by the Japan team.
- Helped establish Goyard's South Korea operations as part of a team of two. Operations averaged 51% sales growth 2015 – 2019 and expanded to include three boutiques.
- In 2019, Goyard Korea was the best performing country in Asia comprising 33% of the region's sales total.

Responsibilities:

- Created and delivered CRM action plans at boutique level with objectives and timelines for completion.
- Developed countrywide incentive scheme for boutique staff that included CRM incentivisation.
- Prepared reports monitoring stores' KPIs that provided data for analysis by the business.
- Supported country manager with overall store management (including stock management, accounting, and repairs).
- Ensured boutique operations (client service, boutique maintenance etc.) were delivered to company standards.
- Ensured all stores adhered to all local and worldwide policies and procedures.
- Analysed and reported data to provide recommendations to Asia region HQ.
- Analysed data to identify opportunities such as the delivery of improved time management processes allowing boutiques to focus on customers and management.
- Prepared and provided training sessions (in store presentations) to staff, to increase the levels of competence and act as a point of reference for the operational teams within the stores.
- Built a strong working relationship with the Asia team by providing training and sharing best practice to the Hong Kong regional office and Japan team.



● Retail Operations Assistant

Gucci | May 2014 - Jul 2015

Highlights:

- Analysed customer traffic to develop a new staffing system that allowed Gucci to match its staffing requirements to customer footfall using Excel. This improved staffing efficiency in Gucci boutiques across South Korea (44 boutiques).

- Contributed toward Gucci's first positive sales increase in South Korea for three years (+1% in 2014).
- Contributed towards Gucci South Korea's improved sales increase (+19% in 2015 compared with 2014).

Responsibilities:

- Analysed data and prepared reports on store sales and KPIs (33 boutiques).
- Analysed data and prepared reports on competitor sales.
- Assisted with the development of local best practice policies for Korea.
- Supported all the operations activities linked to new store openings/re-furbishments/ relocation projects.
- Coordinated and communicated with store teams on daily operations and supported the sales team when required.



- **Boutique Assistant**

Cartier | Oct 2013 - Feb 2014

- Assisted the boutique team and customers in providing excellent customer service, maintaining the boutique's appearance and inventory, and supporting the sales of a high-end jewellery and accessories.
- Achieved zero stock discrepancies by complying with security and operational procedures, such as product handling and inventory control.
 - Supported the boutique manager and assistant operations manager in daily operations, including customer service, sales, and visual merchandising.

- **International Sales Representative**

Noblee | Oct 2011 - Feb 2013

- Expanded the company's international market share and built long-term relationships with clients across different countries and cultures.
- Represented the company at the Hong Kong International Jewellery Exhibition and showcased the company's products to industry professionals and buyers.
 - Handled wholesale orders and managed buyers visiting Korea, ensuring customer satisfaction and timely delivery.

Education & Training

2008 - 2012

- **Sejong University**

Bachelor's degree,