



Serena Zanchin

I highly value commitment, integrity, intellectual curiosity, creativity and passion. Open mindset and team spirit.

📍 Milan, Metropolitan City of Milan, Italy

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Languages

English

About

Fast learner and flexible to changes. Excellent communication skills that result in a strong team player and motivator, inclined to coordinate teamwork to achieve goals. Solid experience in building relationships with other people including those of different nationalities through strong empathy and active listening.

BRANDS WORKED WITH

Hermés, via Montenapoleone

Louis Vuitton

Nextail Labs

Prada, Galleria Vittorio Emanuele II

Experience

● Retail Change Manager

Nextail Labs | Nov 2021 - Jul 2023

- ensured the successful deployment and adoption of complex retail business intelligence software solutions
- building training materials and delivering presentations
- oversaw end to end implementation and transformation projects, ensuring that timelines and objectives are met, as well as managing project risks and issues
- worked closely with different stakeholders to understand their requirements and develop customized solutions
- managed two new resources and led their induction
- the two projects under my purview have undergone a second contract renewal, as my attention is consistently focused on delivering exceptional service and ensuring that the customers achieve the maximum return on their investment

● Department Manager

Prada, Galleria Vittorio Emanuele II | Jul 2017 - Nov 2021

- managed ten sales assistants to ensure a great customer experience and in order to achieve sales goals and KPIs
- drove sales of the Accessories department, partnering with the merchandising team on visual merchandising actions
- delivered trainings about the products
- had a mentor role for the newcomers concerning coaching actions in order to ensure the proper induction and the professional growth
- built the customer loyalty through CRM actions, proposing new ideas and best practices

● Senior Client Advisor

Hermés, via Montenapoleone | Apr 2016 - May 2017

- had as objective to sell Leather Goods products
- collaborated with the managerial team in order to organize and deliver morning briefings.



● Client Advisor

Louis Vuitton | Feb 2012 - Apr 2016

- managed Watches and Jewellery products (visual merchandising, stock organization and delivering morning briefings)
- managed the boutique's client's portfolio, organizing events.

Education & Training

2010 - 2010

● Capital Normal University

Chinese language certification,

2007 - 2011

● **CA' FOSCARI UNIVERSITY**

Bachelor's degree in Languages, economics and,

2007

● **University of San Francisco**

English language certificate,