



Veneta Markova

Boutique Manager/ Head Stylist / Buyer

Oxford, UK

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Languages

Bulgarian (Native)

Italian (Fluent)

English (Fluent)

About

I am an experienced fashion product manager, stylist, buyer and visual merchandiser. I am highly motivated with over 20 years of retail management experience. I enjoy a challenge and consistently achieve high standards and exceed company targets through effectively working as a team member. Experience in all retail areas, including customer service and stock control. Exceptional eye for details, visual composition and proportion. Enthusiastic, conscientious, professional, decisive, numerate, creative, imaginative. •

BRANDS WORKED WITH

- Customs
- 'Etam', Womenswear and Lingerie
- 'Morgan de Toi', Womenswear
- Olivia May
- Olivia May, High-End Womenswear
- Trade Company 'Ava' Ood
- Trading Company 'Hunting World.Bg'Ead, Menswear
- 'United Colors of Benetton', Women, Men and Kidswear

Experience



● Head Stylist

Olivia May | Jun 2015 - Now

Responsibilities :

- Boutique Manager – Recruiting, training, supervising and appraising staff; managing budgets, maintaining statistical and financial records; dealing with customer queries and complaints; overseeing pricing and stock control; maximizing profitability and setting/meeting sales targets, including motivating staff to do so; ensuring compliance with health and safety legislation; preparing promotional materials and displays; liaising with head office.
- Head Stylist – Keeping up to date with current and changing trends in fashion; advising clients on fashion styling for visuals; selecting the most appropriate pieces from collections and ranges

● Boutique Manager, Head Stylist, Fashion Buyer

Olivia May, High-End Womenswear | Jun 2015 - Now

● Product Manager

Trading Company 'Hunting World.Bg'Ead, Menswear | Jan 2012 - May 2015

- and model shoots; creating mood boards; direct make-up and hair.
- Fashion Buyer – maintain relationships with existing suppliers and source new supplies for future products; attend trade fairs, in the UK and overseas, to select and assemble new collections of products; managing stock levels; analyse consumer buying patterns and predict future trends; obtain feedback from customers; overseeing the development of a range of products aimed at a specific type of customers and price bracket;
- Product Manager, Trading company 'Hunting World.BG'EAD, Menswear, Sofia, Bulgaria, Jan. 2012 – May 2015 Responsibilities: Responsible for the procurement of items and monitoring the new collections of the season. permanently monitoring sales and stock of goods, organizing the seasonal promotions and discounts. Preparing advertising campaigns. Participating and holding dealers meetings in the country and abroad in various international expositions.

● Fashion Buyer

| Oct 2009 - Dec 2011

Responsibilities: Dealing with high fashion brands as: Roberto Cavalli, Giorgio Armani, Versace, Dolce and Gabbana, Brunello Cucinelli, Antonio Berardi, Jil Sander, etc. Planning and selecting a range of product to sell in retail outlets, considering the customer demand, including price, quality and availability, market trends, store policy, financial budgets. Sourcing

new merchandise and review existing items to ensure the product remain competitive. Attending trade fairs, national and abroad to select and assemble a new collection of products. Visiting various showrooms, mainly in Paris and Milan. Writing reports and forecasting sales levels. Liaising with shop personnel to ensure supply meets demand.

- **Visual Merchandiser/Store Manager**

'United Colors of Benetton', Women, Men and Kidswear | Sep 2007 - Sep 2009

- **Visual Merchandiser/Store Manager**

'Morgan de Toi', Womenswear | Feb 2004 - May 2007

- **Visual Merchandiser/Store Manager**

'Etam', Womenswear and Lingerie | May 2001 - Feb 2004

Responsibilities as a Visual Merchandiser: Using and analyst of best sellers reports to adjust layout, presentation and displays to suit market. Planning product ranges and stock plans with buyers and designers. Trialing merchandising and window displays in concept store. Writing visual merchandising, window guidelines and layout planograms for stores and concessions. Store and concession visit to ensure that merchandising and displays are up to company standards.

•Responsibilities as a Store Manager: Reaching sales targets and increasing profits. Dealing with customer service issues such as queries and complains. Interviewing and recruiting new staff. Organizing rotes and holidays. Overseeing stock control and receiving orders. Product management, including ordering, receiving, price changes, handling damaged products and returns.

- **Customs Inspector**

Customs | Jul 1997 - Jun 1999

and supplying trade statistics. Writing reports. Dealing with revenue due on imported-exported goods. Dealing with verbal and written correspondence maintaining up-to-date knowledge of legislation and statutory requirements. Detecting irregularities and taking action against non compliant businesses.

- **Assistant Sales Manager**

Trade Company 'Ava' Ood | May 1995 - Jul 1997

Responsibilities: Coordinates with Marketing in the implementation of marketing and sales strategies to achieve sales and financial targets and agreed objectives. Monitors and ensures timely implementation of those sales strategies. Review sales performance versus the set targets and provide support to the sales group in order to ensure the achievement. Provide administrative support and preparing sales report, marketing materials and written communication.