



Serena Sara Sansone

Europe Retail Coordinator

Paris, France

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Languages

Italian (Native)

English (Native)

French (Work Proficiency)

About

I am a positive, creative, collaborative, hardworking individual, who always strives to achieve the highest standard possible at any given task. With more than 8 years experience in retail management, I am excellent in working with others to achieve a certain objective on time and with excellence. Given the fast paced nature of retail business, I am adaptable and agile while being extremely deadline oriented.

What I Do?

I am responsible for creating and distributing visual merchandising guidelines across Europe. I ensure not only the day-to-day smooth running of the business I manage, but also the long-term financial success of the enterprise. Operating within a busy, dynamic environment across the office, my role encompasses a diverse array of duties. These include, but are not limited to:

Retail Excellence – Execute exceptional retail performance to ensure sales and service Operational Excellence - Execute exceptional operational performance to ensure quality and quantity of stock

Team leadership and planning – improve the business value through leading talent/ individuals/ teams and the optimisation of resources Talent Management – acquisition, retention, development and engagement of teams and individuals. As a strong people manager, I manage business performance while coaching and motivating team members to support their growth and development.

BRANDS WORKED WITH

JDSports Fashion Italia Srl Via Alessandro Manzoni 38

Women's Apparel Europe JDSports Fashion Plc HollinsbrookWay Pilsworth Bury BL9 8RR...

Experience

● Retail Coordinator

Women's Apparel Europe JDSports Fashion Plc HollinsbrookWay Pilsworth Bury BL9 8RR Uk | Sep 2021 - Now

Role Head Office based, with spending at least 30% of my monthly time visiting European stores.

- Co-ordinating Retail and Visual directions to all European Countries ensuring are country relevant.
- Ensuring stores layouts and composition are commercially correct within the relevant country.
- Setting guidelines in the company providing accurate feedback from local markets.
- Working closely with departments such as Marketing and Merchandising ensuring stores execution are correct.
- Visit stores on a regular basis ensuring stores are or have the correct VM layout and with the Field Team in developing their strengths and weaknesses.
- Working with Brands on developing Branded kit for the stores.
- Understanding and following market trends preparing business analysis to track selling, identify key trends and maximize opportunities. WORK-EXPERIENCE

● VM Manager Italy and Scandinavia

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Role Retail based, with spending at least 60% of my monthly time visiting stores.

- Visual Manager of 58 stores across the territories of Italy and Scandinavia.
- Ensuring efficient execution of the Global VM strategy.
- Responsible for stores openings and fittings across Europe.
- Manager of all VM structure to execute the VM standards and guidelines according to the VM calendar.
- Collaborate with cross-functional departments ensuring correct usage, implementation and presentation of product packages, store fittings,

in-store communication material, campaigns and VisualMerchandising tools.

- Monitoring photo reports and market visits ensuring VM standards are met and exceeded in all markets.
- Training and Coaching Managers and VM team, working to develop their understanding of the brand image.
- Ensuring all window and interior presentations comply the highest possible standards.
- Managing retail budget, ensuring manageable costs are controlled.