



Michael Ashley

Retail Manager

London, UK

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Languages

English (Native)

German (Basic)

About

Resume Summary Retail manager with experience in all areas of sales and operations. Accomplished in opening a sustainable lifestyle store. Competent in implementing solution-based processes and strategies for independent brands. A self-motivated individual ready for a new challenge.

BRANDS WORKED WITH

Akeef

Atelier Akeef/

Pantechnicon

You Must

Experience



● Retail Manager

Pantechnicon | Aug 2020 - Now

Recruited and led a team of 10 to drive sales across two floors of retail.

Achieving £1.7 million in under 2 years (including lockdowns), taking an active role in sales contributing over 10% in revenue.

Achieved 105% of the yearly target for 2021, 114% for Q1& 123% for Q2 in 2022.

Averaging over 16000 customer footfall across both floors for 2022, activity serving and accommodating VI Ps.

Improved customer sign-ups with internal competition, leading to an average of 130% increase each quarter.

Planning and logistics of in-store pop-ups and workshops. Providing event support and driving sales. Delivering event reports and analysis.

● Retail Manager

You Must | Apr 2016 - Feb 2019

Increased sales revenue by reevaluating stocking and allocations procedures, ensuring the product was available at all times.

Reviewed shift structures to reduce overheads and ensure the best employees were in at peak times, leading to increased sales.

Implemented a new stockroom system, reducing time spent away from customers, and increasing the efficiency of sales and customer satisfaction.

Attending director meetings to coordinate the retail operating plan.

Provided sell-through report for all sites, feeding back to the magnets of each site and developed a retail plan to increase sales of non-performers.

● Founder & Business Manager

Atelier Akeef/ | Jul 2013 - Nov 2014

Developed a business plan, gaining an initial investment of 50,000€ for the store's opening.

Solely responsible for operations and accounts. Budgeting and invoices.

Planned the interior construction, opening within stringent deadlines.

Organised buying meetings, deliveries and the launch party.

Coordinated creative and PR agencies to deliver brand messages and visuals.

Managed over 15 brand accounts.

● Retail Manager & Buying

Akeef | Apr 2009 - Nov 2014

Implemented a new accounting system to record takings, outgoings and forecast targets for a rapidly growing business.

Created a stocking plan to reduce overspend and tighten stock quantities. Leading to increased profit margins.

Coordinating print, digital and in-store campaigns.

Managing and budgeting freelancer designers and photographers.

Arranged transport and accommodation for fashion week and buying trips.

Maintained all store administration tasks & supplier relationships.

First point of contact for over 20 brand accounts.

