



Matt Hornsby

Highly experienced in luxury sales

📍 London, UK

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Languages

English

About

Resourceful, highly analytical, and strategically inclined professional with 10+ years of diverse experience within Ecommerce and retail sector. Strategic leader with cross-functional knowledge and ability to comprehend and resolve store's systems related to merchandising, HRM, and Finance required for the launch of stores at new locations. Strong background of creating and cultivating environments focused upon uncompromising customer service excellence, high productivity, cost effectiveness, and strong employee morale. Possess expertise in HR and payroll functions, safe and legal regulations, business communication, and people management. Proven aptitude of sales leadership maintaining great service and operational standards. Ability to establish, develop, and maintain professional customer relationships, combined with dedication and loyalty to organisational objectives.

BRANDS WORKED WITH

DIOR HOMME, Harrods & Selfridges

Hill

James Palombo Bespoke

LANVIN

Lanvin Savile Row

MatchesFashion.com

Zeelo

Experience



● Sales Development representative

Zeelo | Jan 2022 - Now

- Assisting Manufacturing, 3PL and Retail industries to meet sustainability needs through tech based commuter transport. Zeelo is the smart transport platform for organisations, providing flexible turn-key and plug-in transportation programs. job role included:
- Analyse and target future clients, building prospecting list and engage these prospects through outbound activity gathering relevant data about existing and potential customers
- identify market trends, find areas of need that aren't currently being met, and then engage in outbound activities to drive engagement including emails / calling / social outreach
- Drive top-of-the-funnel lead generation for sales managers
- Consistently achieve monthly quota of qualified opportunities
- High energy with a history of top performance and high levels of prospecting
- Excellent written and verbal communication skills
- Experience building prospecting lists and finding the right people to contact
- Analytical, resourceful, confident

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● Self employed

| Jan 2020 - Jan 2022

Over the past two years, over the course of the pandemic I opened two coffee shops, whilst proving to be one of the most challenging times it has also proved to be the most rewarding. key elements of my experience within the past two years included -

- Recruiting, training, and supervising café staff.
- Preparing weekly work schedules
- Ensuring that all café expenses are within budget and identifying ways to decrease operational costs.
- Receiving delivered café supplies and verifying that the correct items and quantities have been delivered.
- Taking inventory of café supplies and ordering new stock as needed.
- Identifying strategies to retain and attract customers.
- holder of personal alcohol licence and food safety level 2
- Sound knowledge of food health and safety regulations.
- Strong business acumen.
- Excellent organisational and time management skills.



- Effective communication skills.
- Exceptional customer service skills

● Store Director

LANVIN | Jan 2016 - Jan 2020

Develop the brand image within London market through close collaboration with executive members, UK Press teams, merchandisers, and buyers. Communicate with UK press team on frequent basis to deliver strategic projects on time and achieve business objectives. Direct and oversee the implementation of CRM initiatives to effectively manage and track customer contacts for the store. Conduct performance appraisals and manage all HR aspects within the team.

Contributed towards increasing store sales by liaising with UK and visual teams as well as revamping retail displays for maintaining inventory and improving visual merchandising standards.

Introduced new selection ideas for seasonal UK men product and provided feedback to revitalise strategy which resulted in optimising profitability and increasing customers' pool.

● My Stylist Menswear Manager

MatchesFashion.com | Jan 2014 - Jan 2016

Led the team to manage both VIP and new emerging clients online, drive sales for menswear division, as well as develop ongoing relations. My Stylist Menswear Manager (2014 to 2016) Designed exclusive previews for clients while working closely with studio, buying, merchandising, and marketing teams. Shared superior styling along with product knowledge gained in luxury retail and sales with the team for improving their skills. Prepared and delivered sales report to the management team for effective decision making. Fostered a collaborative work environment to improve overall team productivity. Liaised with the manager to streamline operations and increase profitability for the menswear department by managing, training sales team and ensuring to deliver exceptional in store experience to customers. Managed the menswear team's daily cases via salesforce, preview and product communication, Customer Care and My Stylist client escalations, such as complaints, deliveries, product issues, damages and client experience issues through the online customer journey.

Gained a new digital skills by working in Ecommerce sector and using programmes such as Salesforce.

Promoted to a My Stylist Menswear Manager role within one year of joining.

Helped to build, test and implement MATCHESFASHION.COM live chat communication platform.

● Assistant Menswear Manager

Hill | Jan 2013 - Jan 2014

Prior to the above role, I joined MATCHESFASHION.COM as the AM for Menswear at the Notting Hill boutique.

● Supervisor

DIOR HOMME, Harrods & Selfridges | Jan 2009 - Jan 2013

Effectively coordinate and manage operations of the new and largest Menswear boutique in Europe. Supervisor (2009 to 2013) Delivered assistance to the management for multiple key duties to facilitate the day-to-day business operations. Provided utmost professionalism and integrity with regards to customer services, team coordination, retail store management, and leadership of other team members. Worked very closely with Selfridges personal shopping team and successfully built relations to build sales.

Helped to establish and grow a core UK men's private shopping network and work hand in hand with the Private shopping team additionally at Selfridges, was brought over to Selfridges from Harrods to open the largest Dior Homme department.

● Lanvin Savile Row |

Provide executive level leadership with full P&L accountability while managing all store operations as well as ensuring optimum service delivery to customers in accordance to their needs.



- James Palombo Bespoke |

Held responsibility for identifying, securing, and developing new business for the company.

- **Client Relationship Manager**

| Jan 2016

Forged and maintained long-term corporate relations with key clients by using robust communication skills. Delivered feedback on social media presence and created bi-monthly blogs for the website. Updated customers regarding latest products and services in order to optimise sales. Achieved assigned sales targets by utilising marketing techniques and conducting face to face meetings to attract new clients.

Education & Training

- **London College of Fashion**

Bachelor of Arts,

- **London College of Fashion**

BTEC Foundation Studies in Art & Design,

- **Enfield College**

Advanced Double Art & Design (BB),