

# WILLIAM EVANS

## PERSONAL DETAILS

### Name

William Evans

### Address

TBC

### Phone number

TBC

### Email

example@cvmaker.uk

## SKILLS

### Performance Reviews



### Merchandising



### Health & Safety Standards



### Process Improvement



### Strategic Planning



### Profit & Loss Analysis



### Inventory Management



### Team Training



### Customer Service



## EDUCATION

BA in Business Management and Retail

Management

*Bournemouth University, UK*

Ambitious and customer-focused retail professional with over five years of experience in enhancing store turnover and productivity. Well-versed in staff training, coaching, and developing performance-driven teams. Excellent communication and interpersonal skills with proven capabilities in problem-resolution, stakeholder engagement, and continuous process improvement.

## WORK EXPERIENCE

### Ralph Lauren, London

2020 - Present

#### Retail Store Manager

Facilitate and oversee daily operations of store to ensure high-levels of customer service. Supervise, train, and motivate employees in customer service, store maintenance, compliance, and product promotions. Establish budgetary and sales targets, manage profit and loss accounts, and create succession planning to motivate personal growth.

- Triggered yearly increase in sales from £650K to £1.1M by initiating and implementing various sales and marketing initiatives.
- Doubled weekly sales by steering initiative to install and create larger food-to-go section.

2018 - 2020

#### Retail Store Team Lead

Led, motivated, and coordinated team of 15 retail assistants to achieve target. Reviewed and tracked progress of individual team members through performance reviews, proactively exploring career growth opportunities that drive sales and boost morale. Upheld store standards in relation to merchandising, customer service, and promotional activities.

- Promoted to Store Manager by consistently meeting target.
- Hired, trained, and coordinated new staff members.
- Decreased overhead costs by initiating new processes to review, track, and manage stock.
- Awarded "Store of the Year" in 2018 and 2019.

2016 - 2018

#### Retail Assistant

Assisted customers in-person and via email to address and resolve purchase queries while adhering to company processes. Drove customer retention through proactive selling, inventory management, customer service to increase company's growth and revenue. Attended team meetings to review new product launches, ensuring enjoyable shopping experiences.

- Promoted to Team Lead within two years due to consistently demonstrating success in achieving targets, driving process improvement, and initiating team building events.