

WILLIAM EVANS

PERSONAL DETAILS

Name

William Evans

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AREAS OF EXPERTISE

Performance reviews

Merchandising

Health & safety standards

Process improvement

Strategic planning

Profit & loss analysis

Inventory management

Team training

Customer service

EDUCATION

BA (Hons) in Business 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

Retail Store Manager

2020 - Present

Ralph Lauren, London

Facilitate and oversee daily operations, ensuring 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 plans to drive 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.

Retail Store Team Lead

2018 - 2020

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.

Retail Assistant

2016 - 2018

Assisted customers in person and via email to resolve purchase queries while adhering to company processes. Drove customer retention through proactive selling, inventory management, and customer service. 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.