

Retail Manager

Rīga

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Rīgas rajons

,

Latvia

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Irina

Hohotva

# Work experience

**Head of Retail**

STUDIO MODERNA SIA — Organization and management Mar 2010 Sep 2022 (over 12 years)

Retail store chain Top Shop and Dormeo Home (16 stores) management and development in Latvia. Main duties: • Budget planning, yearly revenue, and Ebidta plan achievement; • Planning and realization of marketing activities and sales campaigns in collaboration with other sales channels, with shopping malls; • Product and stock planning and controlling; • Management of product placement strategy in the stores. • Controlling and analyzing every activity profitability; • Team building and staff motivation; • Recruiting for the retail department; • New store opening; • Negotiations and communication with Shopping mall's representatives. I am working in a direct marketing company, which is strong in DRTV, Print, Internet, Retail, Telemarketing, Wholesale, and Loyalty. In my department working 60 employees.

**Retail manager**

Untriko SIA — Sales

Jan 2009 – Mar 2010 (about 1 year)

Managing of retail clothing shops chain Meta (total 19 shops in Latvia). Main tasks are marketing, retail trade documents controlling, marketing actions, turnover controlling, assortment controlling, merchandising, and staff training. Experience with new shop opening (more than 10 shops), with solving complaints with final customers. Have knowledge about the Latvian retail market and local habits.

**Sales Manager (general)**

SIA ROMO ARTELE CLOTHING RIGA — Sales (fashion)

Jun 2003 – Jan 2007 (over 3 years)

Organization and controlling of enterprise working process and making reports for the General Manager. Finance planning (bills payments, supplier debts setting, calculations of selling prices). Researching the market (collection of information about prices for similar goods, total analyze of supply in the market), planning of goods assortment in retail shops (quantity selection for shops from the mother companies assortment, taking decision about the additional assortment and its purchasing in the local market). Analyze the last working periods with the aim to design and plan assortment, pricing and quantity of goods. Planning, and organization of the company’s staff (Employer selection for shops, primary staff, labor protection in the enterprise).

**Buyer**

Aleksandra SIA — Trade/purchase / supply

Oct 1997 – Jul 2003 (almost 6 years)

Making shoe order in the factories of Europe; controlling orders till received to a Company warehouse; negotiations with goods suppliers; visiting International fairs (GDS-Düsseldorf) in order to make new contacts and to compose new season collections; controlling the selling in retail shops of the Company; contacts with wholesale buying clients, the reception of their order, working out, controlling and carrying out. Accomplishments: My career growth started as a secretary, and office manager till purchasing manager.

# Education

**Riga Technical University**

Bachelor, Economy / business management, Business Economy

2000 – 2004

**Turiba technical College**

Vocational, Economy / business management, Trade Management

1992 – 1994

**Rīgas Pārtikas rūpniecības, mehānikas un tehnoloģijas tehnikums**

Vocational, Economy / business management, Enterprising / Business Management 1992 – 1994

**91st Riga secondary school**

Secondary 1982 – 1992

# Languages

**Latvian:** C2 – mastery or native language

**Russian:** C2 – mastery or native language

**English:** C1 – profesional

# Skills

MS Excel, MS Word, MS Outlook, Google Chrome, Adobe Acrobat, Gmail, Internet Explorer, OpenOffice

# Expectations

**Interested to work in**

Organization and management

# Driving licenses B category