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**Objective:** Experienced sales manager with good leadership skills and a pleasant and friendly manner seeks managerial position in a large store that specializes in ladies' fashion where creative talents, proven record in increased sales and organizational skills can be put to use.

**Summary:** Ten years experience in high street fashion sales industry. Increased turnover by 20% and managed staff of 10 people.

**Sales:**

- Increased annual turnover by 20% resulting in a £600,000 profit increase.
- Instructed staff in top selling methods, which helped increase profits.
- Awarded best salesperson in the county for two years running.
- Introduced new line that singularly increased sales by 10%.
- Used marketing knowledge to redesign shop layout and organize special promotions and sales, which also resulted in increased sales.

**Recruiting:**

- In charge of recruiting all new full-time and part-time staff through own devised interview process.

**Training:**

- Conducted weekly training sessions on sales methods and customer care.
- All staff able to correctly advise clients on purchases ranging from suitability of item to washing method and materials used.

**Professional Experience:**

**The Shop, Fulham                      2005 - present**

Sales Manager

- Responsible for team of 10 staff.
- Duties included buying stock, promoting lines, organizing sales and promotions, dealing with customers and cashing up daily takings.

**The Store, Balham                      2001 - 2005**

Assistant Manager

- Involved in purchasing new lines and stock.
- Handled cash and credit purchasing transactions.
- In charge of store when manager absent taking on full responsibilities.
- Dealing with customers, helping with purchases and finding solutions for complaints.

**Education:**     London University, BA Honors Sales and Marketing (2:1)