

Ann E. One
123 The Road, London, SW12 49X
0207 600 0000, 01234 5678, ann@emailaddress.co.uk

Objective: A managerial position in a large fashion house where my management, sales, customer relations and creative talents can be effectively used to motivate staff and to contribute to an increase in the company's annual turnover and profits.

Summary: Over ten years of sales experience in ladies' fashions. Responsible for increased annual turnover of 20% and managing staff of 10.

Sales: Increased sales by 20% resulting in a £600,000 profit increase. Trained new members of staff and existing staff in methods to increase sales and good salesmanship. Handled orders of new stock and then designed layout and actioned set up of floor space promoting new designs and sales items.

Recruiting: Recruited competent new full-time and part-time staff based on CV selection and own-designed interview process.

Training: Conducted weekly hour-long training sessions for staff on sales methods and customer care.

Management: Managed 10 sales staff and organized holiday, sick and working rotes. Designed and organized promotions and sales. In charge of daily, weekly and monthly running of the store.

Achievements:

- Awarded best salesperson two years running
- Increased turnover by 20% two years running
- Introduced new stock that subsequently increased profits
- Redesigned the layout of the store which helped attract new customers

Work Experience:

2005 - present The Shop, Fulham
Ladies' fashion store
Sales Manager

2001 - 2005 The Store, Balham
Assistant Manager

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

References: Available on request