

## Contact

[www.linkedin.com/in/francescovezzola](https://www.linkedin.com/in/francescovezzola) (LinkedIn)  
[www.francescovezzola.com](https://www.francescovezzola.com) (Portfolio)  
[www.meetup.com/Vienna-Tea-Lovers/](https://www.meetup.com/Vienna-Tea-Lovers/) (Company)

## Top Skills

Comunicazione

Vendite

Problem solving

## Languages

Spanish (Professional Working)

Italian (Native or Bilingual)

English (Full Professional)

German (Full Professional)

Ucraino (Elementary)

## Certifications

Productivity Tips: Finding Your Productive Mindset

Being an Effective Team Member

# Francesco Vezzola

Store Manager

Vienna, Vienna, Austria

## Summary

Experienced premium brands store manager. Strong in data analysis, motivated in driving the team to reach KPIs and to create an healthy and serene work environment. Wannabe ultra-runner.

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## Experience

Vienna Tea Lovers

Founder

February 2017 - Present (7 years)

Vienna, Austria

Founder of the Viennese Meetup about tea appreciation (900+ members), organizing monthly

workshops of tea tasting and tea-culture education. Presenting the tea of the month driving the participants to a comparative tasting. Constantly studying and procuring.

<https://www.meetup.com/Vienna-Tea-Lovers/>

Camper

Store Manager

December 2020 - October 2023 (2 years 11 months)

Vienna, Austria

Oberalp Group – Salewa – Dynafit – Wild Country – Pomoca – Evolv  
Store Manager

April 2020 - December 2020 (9 months)

Vienna, Austria

Managing the flagship store located in the Innere Stadt. Creating working schedule, ordering goods minding the margin, organizing seasonal change with visual manager and logistic, having an extra eye to improve the already modest inventory accuracy. Motivating employees to achieve targets pushing the sales after the lockdown. Facing customers' complaints finding the best solution to keep them happy and loyal.

## Camper

### Store Manager

January 2017 - November 2019 (2 years 11 months)

Vienna

Managing the staff of the Key/Top store located in Graben, area for luxury shopping in Vienna. Compiling working schedule and motivating the employees to achieve monthly KPIs focusing on CR and UPT. Enrolling customers on CRM program. Attending seasonal managers meetings around Europe and discuss issues and strategies with management of the area (DACH + PL) during conference calls.

## American Apparel

4 years 9 months

### Store Manager

December 2012 - February 2016 (3 years 3 months)

Vienna

Managing the staff of the store. Discussing sales strategies with the District Manager. Training and hiring people for the sales floor and back stock. Creating a work schedule and taking care about the pay-roll. Ensure that the KPIs targets are reached. Consulting with the Visual Merchandisers to have the right layout for the moment. Attending conference calls with the CEO and the management. Facing and resolving issue with customers. Taking care of the small countability for the internal needs. Controlling that fixtures and supplies are always up to date.

(Store with RFID Technology since May 2012).

Project during this period:

October 2014 (2 weeks) Zurich, Switzerland

STORE MANAGER

### Assistant Store Manager

January 2012 - November 2012 (11 months)

Vienna

Assisting the store manager in different duties.

(Store without Store Manager since July 2012)

Store with RFID Technology since May 2012.

Project during this period:

October 2012 (3 weeks) Hamburg, Germany

STORE MANAGER

Taking care about the two stores of Hamburg during the month of October, training the staff. Annual inventory in both stores and preparation for it.

Backstock Coordinator

June 2011 - December 2011 (7 months)

Vienna

Ordering and receiving merchandise from the factory and make them available on the sales floor. Shipping merchandise to other store and customers.

Taking care about the inventory (about 40000 units), training people and attending to conference calls with the CEO and the management.

Projects during this period:

November 2011 (1 week) Amsterdam, The Netherlands

RUMMAGE SALES

Coordinator of a staff of temporary workers during the official rummage sales of the company (1500 square meter shopping floor)

PIMPUMPAM

Founder

July 2007 - October 2011 (4 years 4 months)

PIMPUMPAM is the street fashion blog that shows the trends in the fashion world. In its pages you won't find the classic sleek look that we're used to seeing on the mass media magazines, but you'll find personal choices of people that live fashion in they're own way, people that mix, fuse different elements with no fixed rules, from vintage to catwalk, cheap-dressing to self-made clothing, giving form to inedited styles and trends.

The pictures in PIMPUMPAM are always authentic and never arranged, the blog was updated at least once a week, becoming a fixed date for all the passionates of streetwear, the curious and a font of inspiration for designers and stylists.

PIMPUMPAM has credits on the international press and blogsphere. Some examples: CRACKER YOUR WARDROBE ([www.thecracker.co.kr](http://www.thecracker.co.kr)), BUCK ([www.buckstyle.com](http://www.buckstyle.com)), THE SATURDAY TIMES ([www.timesonline.co.uk/](http://www.timesonline.co.uk/)), INESCO ([www.inescomagazine.it](http://www.inescomagazine.it)).

### Cracker Your Wardrobe

Photographer, Editor

December 2007 - January 2011 (3 years 2 months)

Korea

Italian Partner (editor, photographer) of the South Korean street style magazine Cracker Your Wardrobe

### POLKA DOTS

Manager

November 2007 - October 2010 (3 years)

Image Manager and Public Relation of this Independent Music Label

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## Education

### Università degli Studi di Milano

Valorizzazione e Tutela dell'Ambiente e del Territorio Montano, Agronomy, Forestry, Biology, Economic Empowerment · (2002 - 2006)

### I.T.I.S. Benedetto Castelli

Perito in Elettrotecnica e Automazione, Electrical Engineering Technologies/Technicians, Automation Systems · (1996 - 2001)