

# ZSANNA CSENGERI

Seasoned Retail & Business Development Expert | Delivering Sales Enhancing Strategies  
with Customer Service & Operational Excellence for High Growth

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## PROFILE

A high-impact and bottom-line oriented professional with a real commercial instinct, business management mindset and a passion for shaping the highest standards of retail - business operations to achieve over-accomplished revenue sales, growth and profitability - performance targets alongside the delivery of exceptional customer service & experiences.

Demonstrating a customer-first mindset, role modelling the correct service behaviours and selling standards and driving a strong touchpoint for products with insightful planning, team engagements, process vision and delivery of impeccable store standards. I strive to consistently raise the bar of retail operations to convey brand personality, analysing both successes and failures for clues to improvement to help gain a competitive advantage in today's competitive business landscapes. A true brand ambassador and an inspirational coach, I am best known to solve operational, brand and product pain points with clear strategies and plans, shifting gears comfortably and driving outstanding results especially in the face of resistance or setbacks.

## AREAS OF EXPERTISE

Business Growth & Development Planning	P&L & Revenue Management	Brand Activation, Positioning & Equity
Competitive Business Intelligence	Visual Merchandising Plans	Retail Operations & Space Utilisation
Customer Service Excellence	Loss Prevention & Shrinkage	Consumer Insight
Marketing, Sales & Commercial Strategy	HS&E-Quality-SOP Compliance	Strategic Partnerships & Negotiations
Budgets, Cost Control, KPI Measurement	Stakeholder & Client Relations	Productivity-Performance Improvement

**HR Skills:** Workforce Planning (Manpower & Schedule) ♦ Training & Capability Development ♦ Performance Optimisation ♦ Feedback & Appraisals ♦ Continual Professional Development ♦ Employee Engagement ♦ Cross-Functional Team Leadership

## KEY COMPETENCIES

- ✓ **Entrepreneurial-minded** devising innovative sales and development strategies with practical operational support to deliver on performance-profitability metrics, tap on opportunities and unlock strong growth with personal ownership of location.
- ✓ **Strategic thinking forward-vision** to expand customer share-of-wallet with strong market foothold, scaling business operations with strong competencies in retail operations to include people, costs, productivity, processes and compliance.
- ✓ **Creative problem-solver**, analysing key commercial drivers to provide competitive intelligence with smarter marketing insights that help create targeted action-plans and goals to drive sales, reduce costs and enable continuous improvement.
- ✓ **Superior operational (change) acumen** equipping store teams with a stimulating-supportive environment based on well laid-out goals, clearly communicated plans, robust control and rapid resolution of growth-inhibiting process bottlenecks.
- ✓ **True Brand Ambassador** with an impeccable front-of-house etiquette, product knowledge and finesse, creating success across all points of purchase while personifying the exclusivity-identity of the brand and keeping customer interest at heart.

## CAREER HISTORY

### Caffè Nero

Holding Manager/ Manager in Training, Maidenhead  
Present

2018 -

- Responsible for efficient and effective shop management with an eye for the development and delivery of store business targets in line with the strategic priorities for the area, ensuring sustainable commercial growth and high-level performance.
- Driving and mentoring a leading, engaging and inspiring store team that encourages customers to enjoy products, making sure exceptional service levels and experiences are delivered whilst enabling additional product sales at every touch-point.

- Ensuring the company health and safety, hygiene and quality policy are understood among the colleagues and meet the expectations of the customers whilst all the raw materials and goods are readily available for the smooth run of the shop.
- Shaping a supportive and performance-driven department, configuring and reporting improvement opportunities with further accountabilities across all people routines to include scheduling, absence, performance and talent conversations.

#### Notable Achievements

- Empowered a strong team with a spirited atmosphere, resulting in gaining high customer satisfaction and turnover figures.
- Successfully led the shop during its reopening period, utilising every deliverable the COVID-19 scenario required and meeting the highest standard of safety whilst maximising the turnover amidst a challenging business environment.

### **G-Com Ltd.**

**Store Manager, Debrecen - Hungary**  
**2018**

**2014 -**

- Headed the full funnel of store management and operations with ownership for the overall performance of the store, ensuring maximised sales, minimised costs and enhanced productivity and value to customers, alongside excellent service.
- Responsible for maintaining and delivering the expected shop floor, backstage and visual merchandising standards as per the brand identity and company guidelines, continuously updating and innovating displays to inspire a purchase.
- Worked with the senior management to analyse and interpret a variety of commercial information and sales data to formulate action plans that helps in accelerating up-/ cross-selling activities to meet set KPI targets.
- Oversight of merchandising and stock replenishment activities, ensuring stocks are ordered, handled and organised meticulously with additional internal stock count, rotation and routine activities to prevent stock losses and safety.

#### Notable Achievements

- Achieved a rising and continuous increase ~30% every year in turnover by employing a highly motivated and customer engaged team, resulting in achieving the first place in the annual company competition between the shops in Hungary.
- Embedded a culture of inclusivity, cohesiveness, shared goals and versatility to promote a positively motivated pool of current staff alongside a future pipeline of leaders with a dynamic set of cross-functional skills.

### **H&M**

**Deputy Manager & Visual Merchandiser, Budapest - Debrecen**  
**2014**

**2012 -**

- Responsible for the management of the department's day-to-day operations, maximising sales at every opportunity and ensuring the customer service and operational standards are maintained to the highest H&S and store standards.
- Led the execution of all visual projects in-store, delivering exciting styling direction and mentoring teams to maintain merchandise placements, standards and seasonal trends/promotions in a way that is inspiring and sparks customer interest.
- Worked alongside the senior managers to devise personal development, training and mentoring programs aimed at empowering store teams to develop a 'customer-first' vision and deliver consistent high-performance across all areas.

#### Notable Achievements

- Designed creative displays and implemented innovative merchandising strategies that led to a significant increase in sales.
- Performance coached and incentivised a positively challenged staff pool to overachieve monthly sales goals comfortably.
- Planned, conceptualised and executed new store openings and promotional events for new collections and launches.

### **Invazio**

**Area Manager / Senior Manager, Debrecen - Hungary**  
**2012**

**2002 -**

- Worked as a trusted advisor and partner to the Owner and Founder of the company, sharing responsibility for the growth and profitability of 10 stores across the region to push the company chart to become one of the leading fashions chains.
- Provided guidance to store managers across operations, inventory management, marketing, visual merchandising and staffing function, working closely with the team to build sales and team capabilities aligned to the company's brand values.
- Liaised and communicated cross-functionally to deliver the highest levels of store standards and operational compliance, embedding a 'best practise' approach across store audits, quality assurance, loss prevention and customer experience.

#### Notable Achievements

- Made diligent, proactive efforts to improve brand awareness and visibility, leading to a sharp 50% increase in sales turnover.
- Played a key role in steering multiple teams in the planning, set-up and operational roll-out of new outlets from scratch.
- Starting as a sales assistant, I moved on to take responsibility as an Area Manager within a short duration on account on consistent over-performance and meeting of company performance and profitability targets, and further winning several annual competition between the stores across the region.

## ACADEMIC & PROFESSIONAL CERTIFICATIONS

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- Manager Training: Office Manager, Visual Merchandiser, Department Manager, H&M Training, Hungary 2012
- Music Teacher, Humanitarian & Pedagogical College of Mukachevo State University, Ukraine 1977

## OTHER SKILLS

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**Language Skills:** English & Russian (Professional Proficiency) | Hungarian (Native)

**IT Skills:** MS Office Suite, Python Programming (Udemy Course)

*References Available on Request*