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# Paula Jones

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## RETAIL / AREA MANAGEMENT / STAFF TRAINER

A wealth of experience gained in the highly competitive fashion industry. A bright, self motivated individual, and an open enthusiastic communicator with a firm belief in leading by example. Commercially aware and highly successful in driving business forward whilst delivering high retail standards, through increasing sales performance, business development and H.R. skills. Now looking to dedicate skills in a similar role for a high profile, forward thinking company from own base in the North East.

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### AREAS OF EXPERTISE

- Strategic planning / sales initiatives
- Maximizing sales/ exceeding targets
- Sales and Customer Service
- Staff training /development
- New site identification
- Budgeting / financial control
- Visual merchandising
- Business planning and reviews
- Team training / development
- Budget and Salary Control
- Recruitment
- New store openings
- Customer service initiatives
- H.R. policy development
- Purchasing / distribution
- Health and Safety
- Stock / inventory management
- Multi-unit management
- Staff recruitment
- Team leadership / motivation
- Managing change / growth

### PROFESSIONAL EXPERIENCE & SIGNIFICANT ACHIEVEMENTS

#### RETAIL MANAGER / STAFF TRAINER

1999 - Present

Write Company A Here, Newcastle upon Tyne

- Maximised sales and profitability through excellent service and the effective management of 1000 Sq Ft of retail space, my team of 20 and stock. £ 1.5 Million Turnover.
- Deputized for the Area Manager, supporting and overseeing shop openings, recruitment etc
- Helped create an employee representative council, Monsoon Accessorize Council. (MAC)
- The current turnover of £1.1 million has increased from £750,000 making this store the second highest turnover outside of London.
- Managing the first store in Belfast, Northern Ireland. Responsible for managing profit, training and developing a team of 25. Ensuring very high standards of customer service.
- Raised awareness and marketed the company by organising fashion shows and special promotional events.
- Identified new sites many of which are now open.
- Gained considerable portion of existing market and achieved sales turnover of £1.5 million in the first year.
- Trained and developed the team, several of whom now manage stores for Monsoon or Accessorize.

#### RETAIL TRAINER

- Manager of Monsoon at a very successful store in Newcastle as well as a Retail Trainer for the North of England and Scotland.
- Inducted, trained and developed new managers into the company.
- Exceeded sales turnover by motivating staff and initiating incentives.

#### PROJECT MANAGEMENT (SECONDMENT MAY 02 - OCT 02)

Dublin, Republic of Ireland (6 Units, 45 Employees)

- Maintained six recently purchased units of various sizes enabling them to be successfully integrated into the Monsoon Accessorize brand.
  - Managed stores and their employees, organised and implemented relevant training, formulated staffing templates, liaised with various Head Office departments and closely working with shop fitters.
  - Turned around three of the six stores within the set deadlines.
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## PROFESSIONAL EXPERIENCE & ACHIEVEMENTS (CONT)

### AREA SALES MANAGEMENT (DEPUTISING)

#### Company A

Area management support for profitability of 16 branches in the North of England. Helping ensure all activities focus on meeting customer needs and achieving the required sales and profit growth, generated from the Accessorize product range. Averaging 2 new store openings per year.

- ➔ Instrumental in opening new stores, identifying new locations, liaising with project manager, planning recruitment and training of new teams to ensure successful launches.
- ➔ Helped push the business forward to achieve significant turnover and profitability in 16 sites.
- ➔ Assisted in training and helped H.R. departments meet the increasing needs of Area Sales Teams.
- ➔ Managed and developed stores in Southern Ireland and helped establish better communications to the UK based head office.
- ➔ Maximized all branch sales through consistently promoting culture of customer service excellence.
- ➔ Ensured a consistently high standard of presentation of both branch and the team.
- ➔ Ensured all space in each branch is effectively utilised, working closely with visual merchandisers.
- ➔ Appointed high calibre staff on behalf of Monsoon, organising their training and managing performance through regular reviews.
- ➔ Motivated and developed all staff, encouraging internal promotion and ensuring high rates of retention.
- ➔ Managed change through a difficult period of staff and company restructuring.

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#### Early Career Summary:

##### **Store Manager 1995-98**

Belfast (500 Sq Ft, 10 employees, £500,000 Turnover)

- ➔ Helped open the first “Flagship Store” in Dublin. This was a three month secondment appointment

##### **Acting Manager 1994-95**

Belfast (3,500 Sq Ft, 20 Employees, £2 Million Turnover)

- ➔ Joined Miss Selfridge as Assistant Manager, within two months I became Acting Manager holding this position for ten months before joining Accessorize. .

##### **General Manager 1990-94**

Belfast (1,500 Sq Ft 15 Employees, £1 Million Turnover Approx)

- ➔ Joined Issue as Full Time sales and progressed to Store Manager, eventually becoming General Manager of two stores. This was my first opportunity within a managerial role and gained excellent experience.

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#### Professional Development:

*Various internal courses have supplemented my extensive management and hands-on experience*

Area Sales Manager’s shadow and support, planning business development, managing others, effective administration, product knowledge, team leading, sales and negotiation skills, personal effectiveness skills. Advanced driving test.

*(commensurate with key skills and experience)*

#### Personal

**Date of birth:** 1975

**Marital status:** Single

**Interests / pastimes** Reading, cinema socialising.

**Full Clean Driving licence.**