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# Paul Jones

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Address Line 1

Address Line 2

Tyne and Wear, Post Code

Telephone: 0191 1234567. Mobile: 07854 123456. Email: pauljones123@email.com

## RETAIL STORE MANAGER

♦ Business Development - Area Management - Maximizing Profits ♦

Highly successful in defining company direction, achieving goals and optimizing business whilst delivering the highest standards in the competitive fashion industry. Also skilled in optimizing team potentials through delivery of management training / development solutions, design and delivery within tight deadlines and budgets, whilst promoting best practice encouraging a self development culture and trainers to train. Now looking for next stage in career with a major high street retailer, will consider an Area Sales Management position that offers a genuine opportunity for progression.

## AREAS OF EXPERTISE

- Business Development
- Training design and development
- P&L Responsibilities
- Exceeding Targets
- Salesmanship / Sales initiatives
- Maximizing Profit
- Budgeting / Financial Control
- Promotions
- Property Management
- Meeting customer needs
- Staff Training
- Health and Safety
- Merchandising
- Stock / Cost Control
- Business Start-up

## PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

### CONCESSION STORE MANAGER

*Apr 06 - Present*

Name of Company A

- Started up and developed new sales operation that included, staff development training, defining organizational needs and recruiting quality staff.
- Mobile / Area management: trouble shooting responsibilities throughout the North of England around 70 accounts.
- Implemented strategic business plan, marketing strategy, monthly trading accounts and staff training.
- Ensured all space in store was effectively utilized and products merchandised.
- Many letters of commendation from customers.
- Maximized sales by consistently promoting a culture of customer service excellence - year-on-year growth, 50% in the last year (2006-07).

#### **Area Management:**

- Operational and management involvement of 10 Stores, budget over £6 Million.
  - Instituted and developed new and necessary operational procedures, creating and overseeing the management and new sales teams.
  - Started and developed new sales operations including, staff development training, defining organizational needs and recruiting quality staff, based on performance of other successful stores.
  - Analyzed all buying procedures in line with best practice and organizational requirements. Thereafter oversaw the smooth running of new and existing stores.
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## PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

### STORE MANAGER AND AREA TRAINING MANAGER

2001 - 06

Name of Company B, Whitley Bay

- Full operational control of this ladies, menswear and children's clothing store: sales and marketing, recruitment, HR, budgetary control, sales forecasting and budgeting. Also responsible for rolling-out new practices, staff training and quality controls at the Ashington and Washington stores in North East.
- Leading store in the Region.
- Trained and developed the team, some of whom now manage own stores.
- Oversaw £300K refurbishment.
- Reduced shrinkage to £4,500 p.a. under target, (top performance store).
- Raised awareness and marketed the store by organizing special promotional sales evenings.
- Appointed high caliber staff, organized training and monitored performance through regular reviews.
- Increased turnover year-on-year, consistently beating budgeted requirements.
- Increased turnover from £20K to over £65K per month since appointed.

#### *Operational Management and Achievements:*

- Contributed to strategy formulation and forward planning as a member of the management team.
- Liaised with third party suppliers and ensured delivery on time and within budget.
- Trained staff.
- Researched and reviewed existing budgets and presented a more cost effective plan for infrastructure and support expenditure.
- Persuaded numerous clients to utilize newer networking technologies whilst respecting pre-set budgets that increased staff productivity and bottom line profits.

### STORE MANAGER (PROPRIETOR)

1987 - 01

Name of Company C, Whitley Bay.

- Established business from conception.
- Increased turnover year on year, consistently beating budgeted requirements.
- Raised awareness and marketed the company by organizing fashion shows and promotional events.
- Gained considerable portion of existing market and achieved sales turnover of 300K.
- Trained and developed the team, several of whom now manage stores for companies such as Monsoon and Accessorize.

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## EARLY CAREER

Auxiliary Nurse (1982-87),  
Chef (1977-82).

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## PERSONAL

*Mobility:* Full clean driving license.  
*Born:* 1963.  
*Interests and Pastimes:* Keep fit, Reading, Playing Pool, DIY.

*References available on request.*