Lauren Fitzgerald

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Assistant store manager with six years in high street retail

PROFILE

Assistant store manager with six years in fashion retail, the last two running a team of 18 in a busy city centre store. Strong on coaching, rotas and stock control, with a track record of improving sales and store standards.

EXPERIENCE

Assistant Store Manager, Harbour Lane Clothing

Bristol | Mar 2023 – Present

- Run the store alongside the manager, leading a team of 18 and acting as manager in their absence.
- Grew like-for-like sales by 7% last year by improving fitting room service and coaching the team on add-on sales.
- Cut stock loss from 2.1% to 1.4% of sales by tightening delivery checks and introducing weekly spot counts.
- Plan weekly rotas within the hours budget and recruit and induct seasonal staff for peak trading.
- Carry out return-to-work and performance conversations in line with company HR policy.

Sales Supervisor, Harbour Lane Clothing

Bath | May 2020 – Feb 2023

- Supervised shifts of up to 8 sales advisors, setting hourly targets and briefing the team each morning.
- Key holder responsible for opening, closing, cashing up and banking.
- Led the store's visual merchandising, scoring 95% on the regional standards visit.

Sales Advisor, Westbury Footwear

Bath | Sep 2018 – Apr 2020

- Served customers, fitted shoes and processed deliveries; named store top seller in 4 months of 2019.

EDUCATION

Level 3 Diploma in Retail Management, City of Bristol College

Pass | Bristol | Sep 2021 – Jul 2022

A levels, Ralph Allen School

Business (B), Art (B), Sociology (C) | Bath | Sep 2016 – Jun 2018

SKILLS

Team leadership, Coaching and performance management, Rota planning, Sales analysis, Stock control and shrinkage, Visual merchandising, Recruitment and induction, Health and safety