

EMMA CURTIS

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Expertise

Visual Merchandising & Presentation

- Trend research & awareness
- Adapting to all stores stock levels to ensure trends are best represented, shoppable & give the wow factor.
- Mentoring managers on how to maintain their stores merch & how to handle intake
- Developing customer service guideline packs weekly
- Competitor feedback presentation
 - Collating information on competitors, product & services to identify opportunities to improve.
- Involvement in window rack up & trend feedback.

Management Skills

- Mentoring each staff member to be efficient and forward thinking.
- Making all team aware of our goals & KPI's
- Rota coordination across several stores
- Completing all daily/weekly paperwork
- Reporting to the co. divisional managers & directors
- Appraisals & Disciplinary's

Recruitment

- Recruiting full store staffing for new stores, including management.
- Training on all aspects of their role.
- Mentoring management throughout their time with co.

Sourcing & Production

- Sourcing suppliers, materials, finishings
- Accounts management, building great working relationships with clients & suppliers
- Costings & Stock management
- Design of product prototypes
- Structure of the production run through the factory
- Fabric Print Design Software, RasterLink



Summary

Highly motivated & dedicated, I am a person who delivers results under tight deadlines while remaining calm

Adaptability & Problem Solving, Able to think on the spot to make the best decision needed & implement strategies.

Strong background in retail management, Excel at managing mine & my teams time efficiently to attain the best results

Visual merchandising, I thrive at the challenge of using stock available to create a cohesive, to spec tend. Wall to floor, theater's, hotspots, floor moves & POS

Trend awareness, a true passion of mine in work & in my own time, able to adapt research, honing in on each project category required.

Presentation Skills, High standards when it comes to presentation, heightened attention to detail, knowing when to keep it simple or to divulge deeper into the trend/ piece/ fabric/ style

Customer service & Styling, Approachable, Friendly & Attentive. Great product knowledge enables me to help each customer pick the best outfit for their body shape, style & event

Able to Drive as needed

Work History

Senior Store Manager, Select Fashion, 2022 – July 2025

Completing weekly competitor feedback & “wish we had” & Competitor Feedback presentations alongside several weekly collations for co. trend pack, part of a senior team that ensured smooth running of 21 stores, visual merchandising stores across country, recruitment from sales to management. Alongside my base branch duties.

Base Store Manager, Select Fashion, September 2021 – 2022

Visual merchandising stores to ensure standards are in line with the brand, mentoring team to achieving sales targets, completing several collations from all stores weekly for co. trend pack, keeping all paperwork up to date, stock control, completing shift patterns a month in advance.

Fashion Supervisor, Select Fashion

December 2019 – 2021

Striving to the best customer service at all times, being friendly & approachable while also having great knowledge of latest trends and expert product knowledge. Supporting management in achieving sales targets, paperwork and all daily and weekly reports. Ensuring the floors standards are in line with the brands visual presentation values.

Presenting myself in line with the brand.

Web Design, Evolution Media, September 2019 – Present

Designing websites on WooCommerce platform, working closely with customers to ensure all navigations, content & design meets their specific needs. Creating back links to ensure their website ranks on google, offering an SEO package aftercare.

Head of Print & Product Design, Daro Soft Furnishings Ltd

Sept 2016 – December 2019

Designed & developing a variety of soft furnishing collections, from concept and design through to manufacture & marketing. Managing a production & manufacturing team. Sourcing, buying & logistics. Account management.

Personal Product Executive, Daro Soft Furnishings Ltd

Sept 2015 – Sept 2016

Preparing print ready files, using Ergosoft rip software, using Mimaki wide format dye sublimated printers, profiling fabric for printing on with i1 Pro. Using Monti Antonio flat bed press & Monti Antonio Rotary press. Personal product design.

Financial Co-Ordinator / Visual Advertiser, Enablers Independent Living Ltd

2008 – Aug 2010 & Returned Dec 2010 - Sep 2015

Rebranding – Logo, Banners, POS, Order of services and events managing.

Preparation of complex salaries for inputting, producing invoices and credit notes, liaising with creditors & rota coordination

Sales Executive & demonstrator, Card Central

2005 – Aug 2007

Enthusiastic, friendly & attentive customer service always. Refilling stock & marching new items. Till service & upselling. Demonstrating workshops in decoupage & jewelry making.

Education

Bachelor of Arts:

Fashion Design - The University of Northampton - BA Hons 2:1.

National Diploma:

Art and Design - Chesterfield Collage

GCSE:

9 Including - A's In Art & Music plus C's in Graphics & English Literature Mill Hill School – Ripley

References Available Upon Request

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