

# Ray Barron

16 Stonor Road, London W14 [raymond\\_barron@hotmail.com](mailto:raymond_barron@hotmail.com)

## Personal Profile

An experienced **Sales/Marketing Manager** who is highly self-motivated and organised, with constant views on **sales growth, profitability, reporting** and obviously **achieving targets**. Collaborating with high street outlets/online on **designer, luxury branded products** and **own label**. With a strong outgoing and friendly nature has helped to develop **B2B** relationships which have proved to be sustained over years, as well as creating strong internal teams.

**I am viewed as an excellent, respected manager who is reliable, resourceful, professional, a multitasker who is a great business asset.**

## Experience

### November 2021 – To date – Portobello Dance School (Freelance/Part-Time)

#### Sales/Marketing/Socials Comms Officer

- Supporting a children's charity to develop new channels for its services/products.
- Networking and creating awareness of the school and increasing attendance. Managed and improved Social Media and own website.
- Created and implemented new business documentation to achieve new recording of data in compliance with GDPR.
- Work directly with Operations Manager and Board of Trustees to ensure smooth and efficient school running.

### April 2020 – November 2021 – Eliza Jane Howell (Freelance/Part-Time)

#### Sales Support to Director

- Account management of UK/Eire/Euro existing/prospects. Including regular stockist meetings.
- Developing and creating ranges.
- Created new B2B sales material for use online and assisted with regular B2C social media sales.
- Trade Show – build and attendance – UK Mainland and Europe.

### September 2020 – December 2020– RDVD Limited (Rudy's) (Temporary)

#### Business Growth Consultant

- Supporting an exciting new business to develop new sales channels for its products.
- Sourced brands, P.O.S. for the launch of new outlet - Supervised store fit out.
- Achieved implementation of new packaging and transport procurement process - Managed development of DIY kit boxes.
- Created and achieved smoother ordering process with existing suppliers.

### June 2020 – September 2020 – MeantToBeMedia.com (Temporary)

#### Sales and Marketing

- Developed new customer prospect database and complied for team use.
- Managed customer engagement over three brand titles. Created marketing mailers and worked on social media growth on all channels.
- Sourced new fashion / lifestyle brands and delivered financial and research reporting.

### July 2019 – April 2020 - DUFFY NY – Luxury Designer Brand.

#### International Sales and Marketing Manager

- Developed and achieved team collaboration on digital marketing strategy targeting luxury retailers - awareness, traffic, engagement and revenue.
- Create, execute content and messaging strategy across all platforms inclusive of ecommerce, social media, seasonal campaigns, email.
- Drive social strategy and execution across owned and operated platforms inclusive of influencer and internally created content ensuring engagement.
- **Range Planning and Design Production, New category introduction. Forward yarn commitment and territory price setting.**
- Sourcing new territory agents – **Blender, Service-Moda (RU)**
- Timely execution of all marketing plans and projects to ensure growth and profit goals were achieved.
- Instore training for retail staff and attend store consumer events – **Anne Furbank, Hamish Munroe, Regatta, 140.**
- Opening new projects/doors - **Fenwick. KaDeWa Group, Lodenfrey, Bazar de l'Hôtel de Ville, Printemps, David Jones (AU), Atterley, Marketplace (Harvey Nichols)**
- Developed programmes that targeted new and existing customers resulting in database growth and increased value from existing customers.
- Led trade show attendance – **Revolver, Supreme, Scoop, Who's Next, Tranoi, Coterie.**
- Engaged P.R. Company – **Fluorescent PR.**
- Developed strategy for brand-right media and event initiatives that drive awareness, acquisition, retention, engagement, and revenue.
- Innovate new business development through customer co-op opportunities. Grew 'own label' / 'exclusive' business – **Zalando Trilogy, Harvey Nichols, Selfridges, NET-A-PORTER, White Company**
- Inventory management and revenue reflection with protecting **DUFFYNY** identity – **Dress-for-Less, Brand Alley, TheOutNet, Yoox**

### January 2013 – June 2019 - Eliza Jane Howell/Sitting Pretty/Diane Sykes – Fashion Wholesale Agencies

#### Brand/Marketing/Sales Manager roles

- Responsible for seasonal sales across various categories - womenswear, footwear, homeware and accessories.
- Account management of UK/Eire existing and potential customers. Tailoring product/services to customer types/groups.
- Created and managed social media channels for **Diane Sykes**
- Range presentation – Showroom and trade shows.
- Brand responsibility – **FTC Cashmere/Fee G/Laurel/Marc Aurel/Eliza Jane Howell/Kate Spade Footwear/Colors of California/Save My Bag/Mariella Rosati.**
- Attending selected trade events within Europe for B2B and B2C - **Scoop/Pure/MICAM/Harrogate/White Gallery**
- Established a 'pop-up' store in central London, managing site selection, logistics, staff, and store day-to-day running - **Save My Bag**
- Conducting trend analysis and sourcing of new brands requiring UK marketing representation with Directors.

## July 2012 – December 2012 - BIDBI.com (Temporary Contract) – Bag Designer

### Senior Sales Manager

- Branded cotton canvas bag design and manufacture. Overall responsibility for acquiring new customers and management of existing customer base.
- Collaborated on bespoke products for clients as an eco-friendly alternative. Established own label working with **House of Fraser/Debenhams**

## February 2012 – April 2012 - Trendstop.com (Temporary Contract) – Trend Forecasting Agency

### Account Director

- Trend innovation agency for fashion & lifestyle brands. Plan and carry out professional account management with existing customers leading to sales growth.
- Responsible for acquiring new business, customer retention and meeting team targets. 5 team member workloads to allocate.

## January 2010 – December 2011 - 1927Limited – Luxury Wholesale Distributor.

### Business Merchandise Manager

- Managed sales of **Mens/Womens/Footwear** High Street premium and designer brands - **Juicy Couture, See by Chloe, 7even of all Mankind, House of Harlow, Junk de Luxe, Sam Edelman, Kors by Michael Kors.**
- Liaised and marketed to e-commerce sites, achieving a new business sector from conception.
- Created procedures to ensure smooth running and best efficiency in the newly created e-commerce avenue.
- Worked with traditional pan European Bricks and Mortar boutique/Department store groups. Continual search for new outlets and business building.
- Responsible for delivering weekly sales/return on investment (ROI) reports, as well as Board Meeting reports to improve decision making. Budget forecast and payment management.
- Co-ordinated and managed the creation and on-going management of own outlet stores in Mainland Europe. Oversaw the replenishment/staffing/promotional activities remotely and incurring regular travel.
- Managed team - allocating workloads, training and development. Worked with Supply Chain to develop better internal business skills, and sourced potential enterprise resource planning (ERP) suppliers and overseeing the business move. Working with companies to develop/source new customer relationship management (CRM) systems. Co-ordinated company website, [www.1927london.com](http://www.1927london.com), and instigated the company launch of branded cart sites for current and past season products. Working with developers to overcome barriers to sale and continual analytics. Responsible for product selection, web content and assist on all marketing and media channels/social media and advert build. Led representation of client's brands at National and International Shows (B2B and B2C), including **London Fashion Week (LFW)**. Sales £3.1 million and approximately 4700 customers **own** database.

## November 2006 – September 2009 - Apt Collections – Multi Branded Fashion Wholesaler

### Business Development Manager/Account Manager

- Brand Managed portfolio of 4 young directional international Women's brands aimed at mid-market high street; **Cream/Easy Comfort/Kaffe/Soho and Jagger**. Assisted on in-house brands; **Claudia Strater/Passport/Taifun/Tom Bowker/Verse**.
- Tasked to launch **Cream** and **Kaffe** in UK. Achieved record sales for 2007 to 2008. **140 new accounts**. 475k gross per season. Steadily increasing with new and repeat business. Grew Easy Comfort Outerwear from **40 to 120 accounts**. Average turnover 370k per season.
- Responsible for all aspects of brand marketing and merchandising. Development of customer and prospects database. Instigated direct mail and email campaigns. Liaised with Press/PR at all levels from National to Regional, Trade and On-line for brand awareness.
- Led agents UK wide. Devised own reports for commission payments based on territories, sales levels and stock remainder.
- Managed small team of staff, allocating workloads, training and development, intern/temporary and permanent.
- Led Trade Fair attendances (**A.I.S., Pure, Moda**). Developed creative look for stands, directed stand builds, logistics, training and staffing levels.
- Project Managed relocation to new London Showroom and separate Admin Office. On-going management of all aspects of new sites. Including telecommunications, I.T. and office restructure, and constant cost awareness.
- Instigated cost effectiveness/profitability of showroom. Sourced event companies to hire venue when unused in-house.
- Assisted on development of in-house **own label** ranges. Critical path management / Trend analysis.

### Previous Roles

- **Boden and Charles Tyrwhitt** - Assistant Events Manager
- **Licensed Retail (2 x Tenancy Operator)**
- **Real Clothing** - Production Controller
- **River Island** - Assistant Buyer
- **Titan Books** - Assistant Merchandise Manager
- **River Island** - Senior Allocator
- **Oasis Stores** - Store Manager
- **Wash-House Modes** - Store Manager
- **Warehouse** - Branch Administrator

### Skills and Training

- Microsoft - Excel, Word, PowerPoint, Outlook.
- **SAGE, JOOR/MOBi (sales correlation) systems, Styleman, Open Access.**
- ERP/CRM systems, social media and basic web course
- **Specialist Database Management Software**
- Various in-house training programmes completed (Time and Staff management, Negotiation Skills, etc.)
- Mental Health First Aid/ LSCP Training: Multi-agency Safeguarding & Child Protection

**Education**      **Cardinal Newman (R.C.) High School, London** - 8 ' O ' Levels including Mathematics (B) English Language (B) Art (B)

**Interests**      Art, **Cooking**, Eco-Interests (Sustainability/Plant based diet), **History**, Music, **Socialising**, Pets and **Pet Boarding**, Interior Design