



# Alicia Stanley

Womenswear Branded Buyer  
@ Stitch Fix | Ex-Amazon

London, UK

Alicia is **Available to work**

[View profile on Dweet](#)

## Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments,  
Hourly Consulting, Permanent Positions

## Skills

- Retail Buying (Advanced)
- Merchandising (Advanced)
- Negotiation (Advanced)
- Building Business Partnerships (Ad...)
- Strategic Planning (Advanced)
- Range Building (Advanced)
- Product Development (Advanced)
- Data Analysis (Advanced)
- Leadership (Intermediate)
- Coaching & Mentoring (Intermediate)
- Hiring (Intermediate)

## Languages

- English (Native)

## About

An accomplished Buyer with strong financial, business and commercial acumen, demonstrating expertise in online retail, brand management, wholesale account and franchise management, and buying and merchandising. Excellent track record in generating creative solutions for complex business problems, providing insight into improving profitability. An expert in harnessing and capitalising upon innovative technology to drive business growth and success. An astute problem solver aiming to simplify and enhance the customer journey. Results-oriented with the ability to analyse and interpret complex data and influence C-level decision-making to evoke positive customer experience and change. Collaborative and motivated, with a track record of establishing and mentoring highly motivated teams, allowing them to fulfil potential and add value to an organisation.

### BRANDS WORKED WITH

- Stitch Fix
- Amazon
- TOPSHOP TOPMAN
- F&F Clothing

## Experience



- Buyer**  
Stitch Fix | Jan 2022 - Now  
Buying all Womenswear Denim, Lifestyle, Active and Athleisure brands



- Vendor Manager**  
Amazon | Jan 2020 - Jan 2022  
Pan-EU Vendor Manager for a portfolio of shoes and bags brands

- Senior Assistant International Product Manager**  
TOPSHOP TOPMAN | Sep 2019 - Jan 2020  
Managing wholesale accounts for Topman

- International Assistant Product Manager**  
TOPSHOP TOPMAN | May 2018 - Sep 2019

- Assistant Buyer**  
F&F Clothing | Dec 2017 - May 2018  
Assistant Buyer on Toddler Girls (ages 18 months to 6 years)

- Trainee Buyer**  
F&F Clothing | Sep 2016 - Dec 2017  
Mens essentials - socks, underwear, nightwear  
-Main supplier contact for Nightwear  
-Range Building  
-Negotiating terms (costs, quantities, deliveries)  
-Strategy Building

- Trainee Merchandiser**  
F&F Clothing | Sep 2015 - Sep 2016  
Trainee Merchandiser on Ladies Denim at F&F, Tesco PLC.

## Education & Training

- 2015 - 2017 **Fashion Retail Academy**  
Level 4 Diploma in Merchandising,

2011 - 2013 ● **University of Southampton**  
Bachelor of Science (B.Sc.),

2009 - 2011 ● **Parkstone Grammar School**  
A Level,