



Gabriella Renzi

Business Development Manager

📍 Tickhill, Doncaster, UK

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Languages

English (Native)

French (Basic)

About

Seeking a new opportunity in 2023 and available to start work immediately.

An individual with the expertise and vision to drive growth for businesses within the fashion industry. Over 8 years wholesale fashion experience specifically focused on new business development, partner acquisition and account management within contemporary, premium and luxury markets. Obtains an excellent network and database of UK & International independent retailers, department stores and national key retailers. Skilled as an account manager with a natural ability to build strong relationships and motivate. UK-based but obtains an in-depth knowledge of international markets and proven success in securing new business globally. Extensive experience and knowledge in e-commerce, marketplaces and technology within the fashion industry.

BRANDS WORKED WITH

Boardmans Design

Dobotex

Sunglass Hut (Luxottica)

Experience

● Business Development Manager

| Mar 2019 - Dec 2022

A luxury fashion marketplace working in partnership with 400+ independent fashion retailers globally, bringing shoppers bespoke access to 3000 premium, contemporary and luxury designer fashion labels.

- Introduced 300+ global partners to Atterley contributing to the companies 70% YOY growth and 14 million£ turnover in 2022. A full breakdown of partners can be provided on request.
- Sole responsibility for partner acquisition in the UK, EU & ROW territories (excluding Italy). The main objective was to discover, develop and maintain a pipeline of business opportunities that were of considerable strategic and commercial value to the business.
- Developed an international sales strategy for key markets to expand partner acquisition in new territories (specifically France) and managed a team to drive success in this region.
- Frequently attended international tradeshows to network with premium fashion brands and their stockists (including: Premium, Pitti Uomo, Tranoi, Who's Next, Scoop, Jacket Required, JATC, Pure, Cliffe & Revolver).
- Pro-actively contacted prospects through email, telephone and face to face appointments.
- Provided dedicated support, communication and remained the main point of contact to assist new partners leverage Atterley's technology and services.
- Collaborated with Marketing to build and execute marketing and sales campaigns for new business and existing partners.
- Continually researched new prospects using numerous sources including reviewing competitor platforms, brand stockist, social media, fashion and design publications.



● UK Account Manager

Dobotex | Sep 2018 - Mar 2019

Headquartered in the Netherlands, Dobotex is Europe's fastest moving product licensee. Representing global A-brands like PUMA, Tommy Hilfiger and Levi's. Dobotex is a market leader in designing, producing and selling branded socks and underwear.

- Built strong relationships and strategic partnerships with key wholesale customers including: Harrods | Selfridges | House of Fraser | Sports Direct | Fenwick's.
- Identified and targeted new wholesale relationships and market opportunities.
- Prepared monthly reports to review and evaluate ongoing in-season trade and growth

● UK Wholesale Sales & Account Manager

Boardmans Design | Sep 2015 - Jun 2018

A global fashion supplier offering a wholesale collection and private label fashion accessories. Focused exclusively on hats, gloves and scarves.

- Delivered steady and accelerated growth across existing wholesale customers which included >200 UK & Irish independent retailers and Key Accounts: JD Williams | Freemans | Blue Diamond Garden & Living.
- Developed new wholesale partnerships to drive incremental sales via the introduction of new Key Accounts: ASOS | Tesco | Miss Guided | Pretty Little Thing | Wallis | Dobbies.
- Worked closely with the head of wholesale to drive sales initiatives.
- Managed multiple weekly showroom appointments with accounts alongside frequent management, set-up and attendance of UK tradeshow including AIS & Pure.
- Handled all pre and post-selling sales activities including order management.

● Sales Advisor

Sunglass Hut (Luxottica) | Jun 2013 - Nov 2014

- An ambassador of The Sunglass Hut, ensuring every aspect of the experience was impeccably executed throughout the multi-million pound store.
- Exceeded monthly individual sales plan target by upselling.
- Built and developed luxury product knowledge across eyewear brands including; Chanel, Prada, Tom Ford, Gucci, Persol & Rayban.
- Consistently executed all visual standards, store merchandising practices and inventory control activities.
- Key holder with responsibility for store open & close alongside balancing end-of-day cash receipts .