



Alessio Martino

Commercial sales manager
wholesale France

📍 Paris, France

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Languages

English (Work Proficiency)

French (Fluent)

Spanish (Fluent)

Italian (Native)

About

Sales Manager, with an international profile, and more than 5 years of experience in the management and distribution of different fashion brands in the French wholesale market. Negotiation of budgets and commercial conditions. Follow-up of showroom appointments in a constant analysis of sales campaigns. Follow-up of the after-sales service. Skilled in the accompaniment and training of sales teams. Strong organizational skills, planning time management. Consolidated experience in the field, with the aim of travelling for the prospection of new customers and the consolidation of existing ones.

BRANDS WORKED WITH

MOMA SHOWROOM

MVG FASHION

S&CO

Experience

● Commercial Sales Manager

S&CO | Aug 2018 - Now

Multibrand Men & Woman Showroom

Commercial Sales Manager (Twinset Milano, Piazza Sempione, Aspesi, Chiara Boni)

Account management France - Drom-Com area

- Clients' portfolio management, after-sales support, payment management
- Clients' needs analysis and business plan development
- Budget planning and monitoring
- Budget negotiation and monitoring
- Commercial agreement negotiations Commercial action plan
- Development proposal follow-ups and analysis of commercial action plans
- Market trend analysis, data collection, documentation and strategy schedule
- Field visits, clients' outreach and new prospecting Showroom coordination
- Sales campaign analysis
- Sales team coordination
- Showroom merchandising and quality maintenance of the premises
- Appointment organization and follow-ups
- Order intake in the assurance of a qualitative assortment in line with commercial policy Marketing and communication activities
- Social Media tracking
- Mailing actions (MailChimp)
- Website maintenance (WordPress)
- Support on showroom events' organizations



● Sales Assistant

MOMA SHOWROOM | Sep 2017 - Jul 2018

Account management Levante area (Spain)

- Clients' portfolio management, after-sales support
- Clients' needs analysis
- Showroom coordination
- Sales campaign analysis
- Showroom merchandising
- Follow-up and appointment scheduling
- Order intake in the assurance of a qualitative assortment in line with commercial policy
- Marketing and communication activities
- Social Media Tracking
- Mailing actions
- Support Showroom events

● Sales Assistant

MVG FASHION | May 2015 - Sep 2017

Sales Assistant

Account management assistant France area

- After-sales support assistance
- Clients' needs analysis

Coordination showroom assistant

- Organization of the reception of commercial tools and collections of creators
- Organization of the internal logistics of the showroom
- Organization of the schedule of buyer meetings
- Assistance in taking orders
- Commercial follow-ups

Education & Training

2018

● **Universidad CEU Cardenal Herrera**

Master 2 Moda, gestión del diseño y operaciones, MASTER 2

2017

● **Sorbonne Nouvelle University**

Bachelor's degree in Information and Communication,