



Nunzia Bifulco

Store Management; Business Development; High-Profile Client Relationships.

London, UK

[Portfolio file](#)

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Languages

Italian (Native)

English (Work Proficiency)

About

I am a highly skilled sales professional, adept at nurturing long-lasting and productive client relationships. I have strong commercial instincts and am able to quickly identify and deliver upon key opportunities to drive the business forward. I am able to combine sophisticated digital skills with a sensitivity to client needs to create and execute high-performing clienteling strategies, which promote the brand's creative vision. I am an acknowledged team leader and excellent communicator, with a deep knowledge of sales environments and a strong creative perspective.

BRANDS WORKED WITH



Experience



● **Store Manager**
Valentino | Oct 2022 -



● **Department Manager; Leather Goods & Accessories**
Fendi | Mar 2021 - Oct 2022



● **Department Manager; Ready-to-Wear & Furs**
Fendi | Jan 2019 - Feb 2021

● **Wholesale Consultant**
Alfred Dunhill Ltd | Sep 2018 - Dec 2018

- Provided key support across a number of responsibilities within the sales department, including complex administrative work to manage wholesale orders and report post-campaign feedback.
- Regularly chosen to present luxury collections to international wholesale clients.



● **Store Manager**
La Perla | Jan 2018 - Aug 2018

- Conceptualised and rolled out business development, CRM, and client communications strategies.
- Grew the business through community outreach and engagement, enhancing the brand's national and local reputational value.
- Sourced, developed and maintained key collaborative relationships with luxury brands.
- Designed detailed marketing campaigns tailored to a variety of audiences, using complex CRM technologies to identify specific client bases.
- Implemented structured communication plans to support the store team to build productive, enduring customer relationships, thus driving client retention.

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● **Multi-Site Assistant Concession Manager**
Burberry | Jun 2017 - Jan 2018



- **Assistant Department Manager; Men's Flagship Store**

Burberry | Dec 2015 - May 2017



- **Supervisor; Men's Flagship Store**

Burberry | Oct 2014 - Nov 2015



- **Digital Advisor; Womenswear Flagship Store**

Burberry | Nov 2013 - Sep 2014

- Led the roll-out of innovative technologies to enhance client experience. Introduced leading omni-channel client interface, providing key feedback to optimise the process and improve commercial results.
- Coached a team of 12 to integrate technologies seamlessly into client interactions, promoting best practice and acting as a focal point for further training.
- Regularly chosen to present at conferences and roundtable discussions with industry leaders.
- Increased digital sales by over 30% in one year; improved staff conversion rate by over 50%.

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- **Fashion Showroom Assistant**

Studio T. SAS | Sep 2011 - Sep 2013

- Undertook a six-month placement, presenting the brand's portfolio and assisting buyers with the execution of orders.



- **Media Research and Analysis Intern**

Canale Tre | Jan 2011 - Jun 2011

- Conducted complex independent research focused on brand reputation, presenting findings to senior colleagues.

Education & Training

2009 - 2012

- **Sapienza Università di Roma**

Master's Degree,

2006 - 2009

- **Istituto Universitario 'Suor Orsola Benincasa' di Napoli**

Bachelor's Degree,