



# Cheryl Brickley

As a dedicated professional with experience in customer service and procurement, I excel in streamlining processes to enhance simplicity without compromising efficiency. My collaborative spirit flourishes in team settings, yet I possess the self-motivation and discipline required for independent work. I am adept at fostering robust working relationships, enabling me to leverage collective expertise and contribute my skills for mutual success.

I am currently studying towards a Bachelors of Arts degree in Hair and Theatrical Makeup for Film and Television at Leeds University .

## Contact

**Phone**  
07779 976348

**Email**  
cherry.be@live.co.uk

**Address**  
16 Roy Road, Bradford, BD6 3PH

## Education

2023  
Foundation Degree  
Leeds City College

## Experience

### 2023 - Date Sky

#### Customer Service Advisor

Answering queries on Sky technical issues covering Broadband, Television and Mobile Phones with the addition of sales targeted add ons and upgrades

- Answering inbound telephone calls
- Keeping up to date with technical issues and recommended fixes
- Explaining complex billing queries
- Understanding customer requirements and advising of the best packages within sky to fulfil their needs

### 2020 - Date Avon By Cherry, 16 Roy Road, Bradford, BD6 3PH Business Owner

Self employed selling Avon as a representative and building a team of Sales Representatives and Sales Leaders

- Building a customer base
- Order input and distribution
- Customer Service
- Promotional Marketing and Sales
- Social Media Management
- Accounting / Tax Returns
- Training of new representatives
- Recruitment of Reps

### 2003 - 2021 Morrisons PLC, Gain Lane, Bradford, BD3 7DL Trading Specialist

Design and Implementation of Store Fixtures

- Monitoring competitors for changes in fixtures
- Making proposals to Buyer for new fixtures
- Designing new fixtures in conjunction with Bartufs

Local Newspaper Promotions

- Driving sales by actively seeking out local newspaper promotions for individual stores
- Booking in promotions with stores and on central register
- Monitoring uplift in sales
- Increasing profit by seeking out better margins for promoted papers

M Local Roll Out (Morrison's Small Format Stores)

Create and manage a critical path for the company to ensure correct information with correct people in time to implement

- Monitoring of all new store opening dates and fixtures via the store list
- Pre store opening visits, fixture checks and merchandising
- Chasing up non received stock from wholesale
- Training store staff on Rascal and Newspapers and Magazines
- Post store opening checks on wholesaler deliveries, collections and allocations

# Expertise

- PC Literate
- Word
- Excel
- Internet
- Coaching for Performance 1,2 & 3
- GSCOP
- APM Introductory Certificate

# Awards / Honors

- PPA Magsell Multiple Retailer of the Year 2016
- PPA Magsell Multiple Retailer of the Year 2015
- PPA Magsell Best Sales Initiative of the Year for World Cup Campaign 2015
- PPA Magsell Best Sales Initiative of the Year 2014
- PPA Magsell Multiple Retailer of the Year 2013
- PPA Magsell Multiple Retailer of the Year 2012
- Top 500 UK Sales representative 2021-2024
- Bronze President Club Member 2020
- Silver President Club Member 2021
- VIP Achievement Member 2021-2024

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## Promotional Compliance

- Reviewing current documentation
- Review of company's current criteria and goals
- Re-design of reporting materials
- Implementing review strategy
- Monitoring store compliance and training stores to improve scores

## Rascal

- Review of Rascal System and benefits to Morrisons
- Full Project Management responsibility for the roll out of Rascal and upgrades
- Key player in having project accepted by Project and Investment boards
- Building of reporting structure to obtain maximum visibility in store
- Developing and Implementing a full training program with face to face training and complete manual
- Working with wholesalers to ensure that supplier and Rascal systems interact correctly to give the desired results
- Business benefits included
- £1.9M labour saving in stores
- £5M shrink reduction
- Greater visibility to help improve in store processes
- Working with Rascal to further develop the system to include Morrisons specific processes
- Collaboration with training departments to design E-learning

## Sales Based Replenishment

- Send Daily Unit Sales by Store by Title to our wholesales (Smiths and Menzies) to enable them to evaluate stock levels at store, and to ensure maximum replenishment whilst minimising returns and wastage
- The Wholesalers estimate (based on implementing this in our competitors) that this has driven an additional 2% - 3% Sales Increase - which based on 09-10 figures was a £2.8m additional turnover, £0.7m additional EPOS Margin per annum

## Redemption Partnerships

By identifying a gap in our business I worked cross functionally with Retail Operations to put new processes in place to increase sales via redemption promotions. The results are

- Kids Book - Scottish Stores - 7 day promo - 7,630 extra unit sales 10.7% increase
- Shrek CD's - All Stores - 1 day promo - 4,320 extra unit sales 17% increase
- Scottish Football Managers Promo - 6 day promo - 22,355 extra unit sales 36% increase

This is now a natural process for Newspapers and Magazines

## Home & Leisure Coach

- 1 year secondment role to roll out the new concept Home & Leisure department within Morrisons
- Ensuring store refits went to plan and all display equipment was installed and set up correctly
- Coaching store staff in the visual merchandising techniques to help encourage additional customer sales reduction and shrink reduction

- Implementing instore processes to ensure regular replenishment of the department whilst ensuring best use of colleague hours
- Department profitability by keeping markdowns to a minimum, stock management to sell through rather than shelf fill, waste reduction and shrink reduction

## **2001 - 2003**

### **Readicut | Horbury. Dewsbury**

#### Buyer

- Space to take analysis
- Supplier negotiations
- Catalogue Design
- Photo Shoots
- Catalogue Production
- Sales
- Stock management
- Range reviews

## **2000 - 2001**

### **Readicut | Horbury. Dewsbury**

#### Buyer

- Retention
- Additional Sales
- Customer Queries

## **1985 - 2000**

### **Grattan PLC | Anchor House,**

#### **Ingleby Road, Bradford**

#### Assistant Buyer

- Catalogue Design
- Space to take analysis
- System update
- Supplier negotiations
- Initial stock buy
- Range reviews
- Buying trips
- Customer and supplier queries