

## **Martin Dangerfield**

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### ***Personal Profile***

An energetic and enthusiastic retail manager with over 10 years experience in all aspects of retail management, including people management, stock management, merchandising and sales and marketing. Possesses excellent customer service skills and sound business acumen plus decision making and initiative. An effective team leader and team member ensuring that targets are always met and expectations exceeded. Aptitude and eagerness to learn and develop new skills.

### ***Key Skills***

- Providing exceptional customer service at all times; responding to customer complaints and comments; ensuring standards for quality, customer service and health and safety are met.
- Staff retention and reduced staff turnover through consistency of staff management, dealing sensitively with staffing issues; colleague complaints and queries.
- Interviewing potential staff; conducting appraisals and performance reviews; and providing or organising training and development; resolving health and safety, legal and security issues.
- P & L Reporting, budget and financial planning, analysing sales figures and forecasting future sales volumes to maximise profits.
- Excellent communication and organisational skills; updating colleagues on business performance, new initiatives and other pertinent issues.
- Multi-tasking and prioritising, analysing and interpreting trends to facilitate planning.
- Motivating and managing my team and my own workload effectively to meet targets, increase sales and ensure efficiency.
- Proficient in use of MS Office, Outlook, Word, Excel, PowerPoint, and Internet Explorer.

### ***Career History***

**Take A Break Motorway Services, Telford, M54 Motorway**

**March 2007 – Present**

Retail Manager for two shops on site, managing 2 team managers and 20 staff; frequently acted as Duty Manager for the entire site comprising ten units including retail, catering and forecourts handling large volumes of cash; managing sales targets, stock control and rotas; wage costs, orders, E-pay and EFT, wastage and colleague performance including management of incentives. Managing health and safety, legal and security issues for large numbers of visitors.

### **Key Achievements:**

- Increased sales year on year by 10%
- Managed stock levels and achieved stock take results of 0.8% loss in 2008
- Attained first prize of £5,000 in a colleague initiative competition.
- Met various suppliers and other representatives, including auditors and EHPs.

**Gordon Middleton, Warmlands Garage****April 2005 – March 2007**

Retail and Forecourt Manager for busy service station and retail unit. Day to day responsibilities include running of Spar supermarket with in-store bakery and Shell petrol station. Management of 2 assistant managers and 18 staff. Cash handling, stock controls, ordering and merchandising, wage control, sales and marketing, Dealing with and resolving customer complaints and queries.

**Normanto Garage Shrewsbury****2001 - 2005**

Forecourt Manager Responsibilities: Day to day running of busy forecourt and shop; Management of team of 10 staff, Dealing with accounts and banking involving significant volumes of cash handling; Cash handling, stock controls, ordering and merchandising, wage control, sales and marketing; Customer complaints and query resolution.

**Sue Ryder Shop****1999 - 2001**

Shop Manager Responsibilities: Day to day running of charity shop, including management of volunteers, administration, cash handling and banking.

***Education***

1992 – 1993 Mid Shrops College  
NVQ - Level II Business Administration

1986 – 1991 Telford High school, Shrops

GCSE's Maths, English, Science, Geography, Art, Design & Technology and IT - Distinction

***Training***

- Advanced Food Hygiene Certificate
- Personal Licence Holder
- First Aid Training
- Intermediate Health & Safety
- Wet Stock Management
- In-House courses at Take A Break include: Employment Law, Customer Service, Competent Person, Staff Welfare

**References available upon request**