

# Your Career Story, Expertly Told

Strategic CVs,  
LinkedIn  
Optimisation,  
Interview  
Support for  
Retail Leaders



Retail  
Leadership  
Unboxed

# About James

I'm a qualified coach and retail leadership consultant who's spent years helping professionals move forward with clarity and confidence.

I work with store managers, area leaders, ops and people professionals to shape powerful CVs, LinkedIn profiles and interview narratives that reflect their true impact.

Whether you're stepping up, sideways, or out of retail altogether, I'll help you tell your story the way it deserves to be told.

## Professional Snapshot

- CIPD Level 5 in People Management
- Associate Lecturer at the Fashion Retail Academy
- Trusted by professionals from £50K to Director level
- CV support from Store Management to Director Level across major UK retailers
- Guest speaker on leadership and career development

*It's not just about documents; it's about helping you move forward with clarity and confidence.*



# Career Foundations £299

## CV Support for Retail Professionals Ready to Be Taken Seriously

If your current CV feels outdated, undersells your experience, or just isn't opening doors, this is where we start.

This package is designed for retail leaders, people professionals, and operations managers who want to move forward with clarity, confidence, and a CV that reflects their real value.

## What's Included:

- Strategic CV written from scratch, not just updated, but rethought for your next move
- ATS-friendly formatting, so it works with applicant tracking systems and hiring manager scans
- Bespoke layout and design, clean, modern formatting delivered in PDF and editable Canva
- 1:1 consultation, we'll discuss your goals, challenges, and strengths before I write
- Achievement-led content, focused on what you've delivered, not just what you've done
- Revisions one round, so it feels like you, not just a document
- Turnaround: first draft within 7 business days.

*A great CV doesn't just list what you've done. It shows what you're capable of next.*

# Career Accelerator – £499

**The essential package for ambitious retail professionals ready to move forward with confidence.**

If your CV feels outdated, your LinkedIn isn't attracting attention, or you're nervous about interviews, this package ensures you show up at your best – on paper, online, and in the room.

## What's Included:

- Strategic CV rewrite – achievement-led, ATS-optimised, tailored to your next move.
- LinkedIn profile overhaul – headline, summary, and key sections rewritten to attract recruiters and hiring managers.
- Interview preparation (60 mins) – live coaching to sharpen answers, practise questions, and build confidence (to be scheduled within 14 days of CV delivery).
- 1:1 consultation call – to unpack your story, strengths, and direction before drafting.
- Revisions – up to 2 rounds, so it feels authentic and aligned to you.
- Delivery in PDF + editable Canva format – modern, professional design, ready to use.
- Turnaround: first draft within 7 business days.

*This is my most popular package - designed to help you get noticed, secure interviews, and move into the role you deserve.*

# Leadership Transition £1200

**High-touch career support for senior retail leaders, people professionals, and career changers.**

This isn't just a CV. It's a strategic partnership designed to reposition you with clarity, confidence, and a powerful personal brand.

Together, we'll make sure you don't just apply for jobs, you stand out and get hired.

## What's Included:

- Strategic CV written from scratch, achievement-led, aligned to your next step.
- LinkedIn profile rewrite, optimised for recruiter visibility and thought leadership.
- 3 x 60-min coaching sessions (career clarity, personal brand messaging, interview mastery).
- Live interview preparation with feedback and mindset coaching.
- Priority turnaround: first draft within 5 business days.
- Priority WhatsApp access to James (Mon-Fri, 9-6) for 3 months.
- Support window: 3 months from first draft
- Unlimited revisions during the support period.
- Personal branding toolkit: LinkedIn banner + 3 post templates to kickstart your visibility.
- Delivered in PDF + editable Canva format.

*This is your next move, not just your next document. Let's make sure it reflects who you are, what you've done, and where you're going.*

# Not Sure Where to Start?

Foundations gets you seen. Accelerator gets you interviews.

Leadership Transition gets you ready for your next chapter.

Feature	£299 - CV Foundations	£499 - Career Accelerator	£1200 - Leadership Transition
CV written from scratch	✓	✓	✓
LinkedIn rewrite		✓	✓
Interview preparation (1:1)	—	✓ (60 mins book within 14 days)	✓ (intergrated)
Career coaching (broader focus)	—	—	✓ (3 x 60 Mins)
Personal consultation	✓ (30-45 Mins)	✓ (45-60 Mins)	✓ (Extended Discovery)
ATS & recruiter-friendly format	✓	✓	✓
Delivery in PDF + Canva	✓	✓	✓
Revisions	1 Round	2 Rounds	Unlimited (within 3 months)
Turnaround	7 Business Days	7 Business Days	Priority 5 Business Days
WhatsApp support	—	—	✓ (Priority Access, Mon-Fri 9-6)

# How the Process Works

## Step 1: Initial Consultation

We'll schedule a short call (or message via WhatsApp/email) to clarify your goals, challenges, and the roles you're aiming for next.

## Step 2: Document Discovery

You'll share your existing CV (if you have one), any job specs, or ideas you're targeting. I'll ask focused questions to draw out what matters most.

## Step 3: Drafting & Delivery

I'll create your CV (and LinkedIn if applicable) and send the first draft, typically within 5-7 days.

## Step 4: Refinement & Feedback

You'll get revisions as per your package (Foundations: 1 round, Accelerator: 2 rounds, Leadership Transition: unlimited within 3 months).

## Step 5: Final Delivery

You'll receive your documents in both PDF and Canva formats – ready to use and easy to update.

## Step 6 (if included): Interview or Coaching Support

If your package includes interview preparation or coaching sessions, we'll arrange these to suit your schedule and focus areas.

*Every step is designed to make you feel confident, clear, and ready to move forward.*

# What Retail Leaders Say



***“James took time to understand my story, my goals, and what I bring to the table – the result was a CV that finally reflected my value.”***

Kevin, Property Programme Manager



***“James’s work significantly improved my ability to secure interviews. His process is personal, professional, and focused on real outcomes.”***

Katie, HR Manager



***“He completely repositioned me for a step up. The CV we created together got attention instantly.”***

Mike, Head of Loss Prevention

***“After years in retail management, I wanted to transition. James’s insight made me realise how valuable my experience really is.”***

Eniko, Corporate Receptionist (Former Store Manager)



# What Retail Leaders Say



*"The CV, LinkedIn, and mentoring James provided were exceptional. I was navigating a career change and his support gave me clarity and direction."*

*Phil, Shopping Centre Manager*

*After redundancy, I was at a crossroads. James gave me confidence, clarity, and a professional CV and LinkedIn presence that helped me move into a completely new sector."*

Donna, Prosci Certified Change Management Specialist



*"James coaches with enthusiasm and a personable approach, supported by a deeply rooted knowledge of the retail industry. Worth the investment."*

*Sam - Operations Manager,*

*"James helped me reposition for a new role in OD. His approach was thoughtful, strategic, and tailored to who I am."*

*Jacqui - Organisational Development Leader*



# What Your CV Could Look Like

## Contact

### Phone

07745654667

### Email

johnsmith@outlook.com

### Address

London

### LinkedIn

[linkedin.com/in/johnsmith](https://linkedin.com/in/johnsmith)

## Education

September 2000 to July 2002

### B-Tech in Business and Finance

London College of Finance

## Qualifications

2019

### Wicklander-Zulawski Investigative Interviewing Techniques

ORIS

## Skills

- Loss Prevention & Risk Management
- Retail Theft & Fraud Investigations
- Stock Loss Reduction & Shrink Control
- Security Systems & Technology
- Luxury Retail Asset Protection
- European Compliance & GDPR
- Law Enforcement & External Liaison
- Leadership & Stakeholder Management
- Crisis Management & Incident Response
- Cost Control & ROI-Driven Security

# John Smith

Head of Loss Prevention

## Personal Profile

Experienced Retail Operations and Loss Prevention professional, trusted to protect revenue and lead strategy across complex, high-turnover environments. Combines strong commercial awareness with deep knowledge of shrink reduction, audit, and security technology.

Works closely with senior stakeholders to lead investigations, embed compliance, and drive behavioural change. Known for delivering clear, measurable improvements in profitability, control, and operational performance.

## Experience

### SEPTEMBER 2022 to PRESENT

John Smith Group | London

#### Head of Loss Prevention

- Leads the loss prevention function for a major multi-site retail operation, shaping the security strategy and safeguarding profit across a large UK and international estate.
- Oversees risk management and compliance across multiple territories, ensuring alignment with local laws and internal governance standards.
- Achieved a significant reduction in stock loss through targeted operational improvements, behavioural training, and awareness campaigns tailored to store teams.
- Investigated high-value internal cases, resulting in improved reporting, stronger policy controls, and closer collaboration with internal audit.
- Developed a fraud alert system that flagged irregular transactional activity, preventing further losses and identifying patterns linked to repeat offenders.
- Introduced a digital reporting tool, enabling real-time incident capture and better coordination between stores and partners.
- Revamped burglary response protocols using data to prioritise high-risk locations, resulting in a major reduction in site break-ins and property damage.
- Designed and embedded an internal store-based LP role, reducing reliance on third-party guarding, cutting security costs, and improving incident consistency.
- Created a system for tracking and reporting organised retail crime activity, increasing intelligence-sharing and contributing to key interventions.
- Partnered with L&D to launch an e-learning module on conflict handling and risk awareness, now used consistently across the retail estate.
- Collaborated cross-functionally to strengthen internal controls, raise colleague awareness, and build a culture of ownership around profit protection.

*Every CV I create is tailored, strategic, and built to help you stand out.*

# Let's Build the Career You've Earned

**You're not starting from scratch. You're starting from experience. This is your chance to step up, stand out, and finally own your story with expert support every step of the way.**

**Whether you're ready for your next leadership move or seeking clarity in a changing career landscape, I'll help you move forward with confidence and control.**

**I work with a limited number of clients each month to keep the service personal and high-impact.**

**Book your free discovery call today**

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 <https://www.linkedin.com/in/jamescarpentercipd>

*Clients at this level don't just get a CV, they get clarity, confidence, and a strategy*