

ZAIRA *Makaeva*

STORE MANAGER — FASHION RETAIL

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01 PROFILE

Retail leader with two decades across fashion retail — from multi-unit general management in Moscow to store leadership for Karl Lagerfeld Paris, Michael Kors, and Aeropostale in New York. Optimizes store performance through clear goal-setting, daily coaching, and disciplined operations: inventory, loss prevention, KPI reporting, and a shop floor kept beautiful enough to sell on its own.

02 EXPERIENCE

Store Manager

May 2026 — Present

AEROPOSTALE · CATALYST BRANDS LLC — NEW YORK CITY METRO

- Full ownership of store performance: sales plan, payroll, scheduling, and operational standards.
- Builds and develops the store team — hiring, onboarding, and coaching to goal; owns the customer experience end to end.

Assistant Store Manager

Nov 2024 — May 2026

KARL LAGERFELD PARIS · AM RETAIL GROUP (G-III) — CENTRAL VALLEY, NY

- Partnered with the Store Manager on sales analytics — trends, weekly goals, daily team connects.
- Ran associate development: touch-bases with under-performers, recognition for top sellers, YOOBIC training.
- Drove the client-connect program, growing repeat and virtual sales; owned opening/closing, cash, and loss prevention.

Keyholder

Aug 2021 — Sep 2022

KARL LAGERFELD PARIS · AM RETAIL GROUP — CENTRAL VALLEY, NY

- Managed registers and daily cash balancing; kept the floor client-ready through merchandise rotation and displays.
- Mentored new associates on company policy and best practice.

Sales Associate

Mar 2019 — Jun 2020

MICHAEL KORS — CENTRAL VALLEY, NY

- Built a personal client base through styling advice and follow-up; handled returns, exchanges, and visual standards.

General Manager

Jun 2003 — Dec 2011

LLC KAMELIA — MOSCOW, RUSSIA

- Ran multi-unit retail operations: budgets, purchasing, inventory, KPI reporting, and contract negotiations.
- Hired, trained, and reviewed a diverse team; worked with investors on business planning and strategy.

03 EXPERTISE

Store Operations

Team Leadership

Visual Merchandising

Sales Target Management

KPI Reporting

Clienteling & CRM

Inventory Management

Loss Prevention

Training · YOOBIC

Coaching & Development

Budget Management

Conflict Resolution

Multi-Unit Management

Luxury Standards

04 EDUCATION

BBA, Business Administration & Management

ROSTOV STATE ECONOMIC UNIVERSITY (RINH)

Bachelor's, Criminal Justice & Corrections

MOSCOW LAW INSTITUTE

English School, 2012

EC NEW YORK (FORMER EMBASSY)

LANGUAGES Russian — native · English — fluent