

Professional Summary

Dynamic retail and customer service professional with strong leadership experience in team management, sales growth, and customer satisfaction. Adept at training and mentoring staff, optimizing operational efficiency, and implementing strategies to drive revenue and enhance brand reputation. Passionate about delivering an outstanding shopping experience and fostering a positive team culture.

WORK EXPERIENCE

Digital Picture and Print

London, UK

Sales Associate & Photo Editor

Sep 2024- Present

- Process transactions efficiently, manage stock levels, and ensure timely replenishment of popular items.
- Design and maintain in-store visual merchandising, arranging frames, print displays, and promotional materials to maximize sales and enhance the shopping experience.
- Manage customer inquiries, resolve issues efficiently, and provide expert recommendations to enhance satisfaction and build brand loyalty.
- Manage the entire print production process, ensuring high-quality results for various materials, including posters, business cards, greeting cards, and marketing collateral.
- Create custom digital compositions for clients, combining multiple images, text, and design elements.
- Edit and enhance images using Adobe Photoshop and Canva, ensuring high-resolution, print-ready visuals.

Carl Scarpa

London, UK

Sales Associate

Dec 2023- July 2024

- Provided excellent customer service, addressing inquiries, resolving issues, and offering tailored solutions to diverse customers.
- Trained and mentored new staff in customer service and communication.
- Designed and maintained window displays and in-store visual merchandising to enhance product appeal and drive sales.
- Managed timely execution of promotional and commercial activities, including monthly visual merchandising updates and in-store marketing initiatives.
- Coordinated with teams across branches to ensure a seamless customer experience.
- Managed online orders, checked stock, and communicated delays transparently.
- Monitored stock levels, collaborated with the management team to respond to sales trends, and ensured new products were merchandised promptly.
- Set up and dismantled promotional displays and ensured seamless execution of store marketing programs.

House of Tweed

London, UK

Sales Associate

Sep 2023- Nov 2023

- Assisted customers in selecting products, providing excellent customer service and product knowledge.
- Managed transactions, operated the till, and handled cash/card payments.
- Designed and maintained window displays and in-store visual merchandising to attract customers and drive sales.
- Ensured the store remained clean, organized, and visually appealing to enhance the shopping experience.
- Monitored stock levels and ensured timely replenishment to maintain product availability.
- Stayed aware of customer profiles, product potential, and competitor commercial strategies to optimize sales.
- Handled returns and exchanges.
- Engaged with customers to build rapport, increase sales, and encourage repeat business.

Sare Younesi Beauty Salon

Shiraz, Iran

Content Creator and Salon Manager

Mar 2020 - June 2023

- Managed daily salon operations, ensuring smooth workflow and exceptional customer service.
- Led and trained a team of stylists and receptionists to maintain high service standards and improve team performance.
- Managed inventory, ensured stock availability, and placed orders to maintain optimal product levels.
- Created staff schedules and ensured adequate coverage for peak business hours.
- Resolved customer complaints professionally, maintaining strong client relationships and enhancing brand loyalty.
- Created compelling written, visual, and video content for social media and marketing campaigns, growing the Instagram following from **500 to 8,000**, significantly increasing brand awareness and customer engagement.
- Developed content calendars to ensure a steady stream of fresh, relevant content.
- Collaborated with influencers and brand ambassadors for promotions and partnerships.

- Actively listened to customer needs and tailored travel options, providing personalized recommendations to ensure an engaging and positive experience for a diverse customer base.
- Responded promptly to customer inquiries across multiple platforms, providing consistent and professional communication to ensure satisfaction and build trust.
- Contributed to content creation that resonated with a broad audience, ensuring clear, concise, and inclusive messaging through visuals and captions.

Education

University of West London
MSc in Digital Marketing (Distinction)

London, UK
Sep 2023 -Sep 2024

Technical Skills

Microsoft Office (PowerPoint, Word, Excel)

Digital Marketing Tools

Adobe Photoshop, Google Analytics, Canva, WordPress, Wix, Meta Business Suite