



Tanisha Kalra

Marketing Associate

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Languages

- Hindi (Native)
- English (Fluent)
- Panjabi (Native)

About

With a proven track record at Nike UK, I've excelled in consumer service and digital media technology, assisting over 100 customers daily. My adaptability, passion for retail, and expertise in sales and customer interaction make me an ideal candidate for temporary retail positions. Fluent in English, Hindi, and Panjabi, enhancing communication with diverse clientele.

BRANDS WORKED WITH

- Nike UK
- City, University of London
- Layla Diamonds

Experience

● Sales Associate

Nike UK | Nov 2023 - Jan 2024

- Utilized knowledge in consumer service department and assisted 15+ leads and coaches.
- Served targeted consumers with expertise in digital media technology by processing payments and orders, creating a bond for a premium brand amongst over 100+ people each day.
- Promoted stock lines as guided by managers and ensure daily sales and KPI target is met.



● Marketing and Events Ambassador

City, University of London | Oct 2023 - Now

- Facilitated promotion and representation of City University at online and in person events in a team of 40+, and for marketing content creation.
- Communicate and answer enquiries, thus networking and play a pivotal role in marketing and outreach activity for prospective students.



● Marketing Associate

Layla Diamonds | Oct 2023 - Mar 2024

- Established and managed an Excel-based system to efficiently oversee order processing and financial monitoring.
- Provided strategic insights on Google ads and Shopify to drive business expansion, culminating in a significant 13% sales boost.
- Implemented proactive measures by registering the company in 15+ UK directories to enhance market presence and facilitate sales growth initiatives.

Education & Training

2023 - 2027

● City, University of London

Bachelor of Science,