



# Sonia Miah

Sales Assistant

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## Links

- [LinkedIn](#)
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## Languages

- English (Fluent)
- Bengali (Native)
- Italian (Native)

## About

With a proven track record at Selfridges, Zara, and Boots, I've excelled in customer service, visual merchandising, and upselling. Adaptable to fast-paced environments, I ensure memorable shopping experiences, demonstrating proficiency across high street to luxury retail segments. Fluent in English, Italian and Bengali.

### BRANDS WORKED WITH

- Arabian Perfumes
- Boost Ilford and online
- Boots the Chemist
- Host Stafing (Hospitality)
- Inditex- Zara
- J.P. Morgan
- LSE (London School of Economics)
- Selfridges

## Experience



- Christmas Temp Sales Assistant**  
 Selfridges | Nov 2023 - Jan 2024
  - Provided exceptional customer service by engaging with customers, understanding their needs, and ofering product recommendations to enhance their shopping experience.
  - Efectively managed and maintained the visual merchandising standards of assigned sections, contributing to an aesthetically pleasing and organized shopping environment.
  - Proactively upsold and cross-sold, contributing to increased average transaction value.
- Sales Assistant and Cashier**  
 Inditex- Zara | Jul 2022 - Sep 2022
  - Efficiently operated in tills and processed to cash up at the end of the day by manually counting cash.
  - Updated and learnt the fast-changing fashion in the retail industry and work under pressure during busy hours.
  - Collaborated with an efficient group who knows their role and duty and manages time efficiently.
- Bar**  
 Host Stafing (Hospitality) | Jun 2021 - Jun 2022
  - Managed team members at event times and organised the day by showing good team leadership.
  - Worked in bars and festivals under a lot of pressure as it gets super busy.
  - Cashier tills jobs and counted the totals at the end of the day
- Tutor**  
 Boost Ilford and online | Oct 2019 - Oct 2020
  - Taught primary school student in developing their Maths and English skills.
  - Help the students in need and assist at their progress.
  - Developed skills in managing classes on my ones.
- Pathways to Banking and Finance**  
 LSE (London School of Economics) | Oct 2018 - Jan 2020
 

2 years long programme providing students information, advice and guidance to succeed in a career in financial services.

  - Atended academic and university support activities at LSE including an overview of the industry from business professionals and application support.
  - Met professionals across a range of divisions including: Investment Banking, Sales and Trading, Operations and Asset Management, gaining understanding of how financial services roles fit together.

- Had work experience placements in top firms and banks such as: UBS, NatWest, Deutsche Bank, Antin IP, Tudor, etc...

- **Sales Assistant**

Arabian Perfumes | May 2019 - Sep 2019

- Selling perfumes is the main objective, so I persuade clients in order to upsell and make profit for the shop.
- Communicating to clients and know about the products and derivatives, so give them the full knowledge on them.
- Manage a whole shop on my own and do paperwork and counting the money each day.



- **Aspiring Professionals Programme**

J.P. Morgan | Aug 2019 - Aug 2019

- 2 weeks programme providing an insight on how a global bank works and how each sector for e.g. commercial banking, wealth management, treasury service, etc. Works. Giving an overview on how to do business and give service to corporate clients.
- Presented in front of an audience of 30-35 people, with a topic based on how cash management services will be affected from Brexit.
  - Had professional meetings with seniors, VP, associates, etc. In the bank, having an opportunity to find out much more about themselves and how they ended up to their current roles.
  - Networked with many employees and managed to build up a network team and get contacts.

## Education & Training

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2020 - 2024

- **Warwick University**

Bachelor of Science,