



# Selina Mokonen

I am a friendly and enthusiastic individual with a passion for customer service and fashion.

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

## About

I am a friendly and enthusiastic individual with a passion for customer service. I can confidently deal with problems that may arise and use my initiative to overcome challenging situations. I am very interpersonal. I am organized, and trained in product knowledge and store regulations.

### BRANDS WORKED WITH

- Chingford Ice creams
- English Cafe - Hongik
- Superdry
- university of the arts LCC City of London
- Weekday
- | Winn's Primary School

## Experience

### ● Language Assistant

English Cafe - Hongik | Aug 2022 - Jun 2023

I moved to Seoul to gain new experiences and immerse myself in new surroundings and opportunities. i was in a 11 month teaching program based in Seoul. i would assist the children with their learning, play, educational and social development.

- Recognized and responded to students' individual needs and learning styles
- Developed a series of interactive activities that increased student engagement in language classes
- Utilized a variety of assessment methods to track student progress and identify areas for improvement
- Maintained accurate records of student attendance and behavior, and reported any issues to the student's regular teacher
- Implemented behavior management strategies to reduce disruptive behaviors and promote positive student-teacher interactions



### ● Sales Assistant

Weekday | Dec 2021 - Jul 2022

My roles as a sales assistant consists of;

- Serving customers and dealing with inquiries
- Processing cash, card and online payments
- Updating customer records in the company's database as required
- Handling product returns and payment refund requests
- Reporting any inventory or service issues to management and the appropriate Account Manager immediately
- Informing customers of shop promotions to encourage purchases.
- Performing regular price audits to identify and correct price discrepancies.
- Promoting product's based on the company's directives
- Arranging products on the shelves and on promotional displays
- Unpacking and sorting new stock delivery
- Managing product inventory at the store
- Keeping the store clean
- Arriving early to open the store and start preparations for the day.
- Identifying problems with working conditions and reporting them to management.
- Assuming managerial responsibilities in the event of management absences.



### ● Sales Assistant

Superdry | May 2019 - Dec 2021

My roles as a sales assistant consists of;

- Contributing to store performance through proactively engaging customers with wider initiatives such as customer sign up and click & collect
- understanding the local customer base and meet their requirements in all their dealings with customers
- Operate tills, and all associated procedures such as refunds and returns
- Handle basic customer complaints and escalates as appropriate

- Showcasing our products every day to our customers
- Working with the store team to share ideas and suggestions to help colleagues, customers and store performance
- Replenish stock against agreed plans garment care/folding procedures (working in both back of house and front of house)
- Operate recall procedure as instructed by store management
- Keeps backroom areas clear and tidy
- Visual Merchandising and Delegating task alongside my supervisors
- Currently training in personalization
- Worked well independently and on a team to solve problems.
- Served as a friendly, hardworking, and punctual employee.

### ● Design for Art Direction

university of the arts LCC City of London | Oct 2018 - Jan 2021

I studied art direction at University Of The Arts London; LCC. I aspire to become a creative art director for films, music videos and magazines. Seeing as I studied fashion for a year I would love to implement fashion into my work and elevate my concepts. I decided to end my studies in 2021 to pursue my creative journey as a curator.

#### S K I L L S

Flexibility and Adaptability Critical Thinking Hard Working Attention to Detail Critical thinking and problem solving Leadership Skills Decision Making

### ● Waiting/Kitchen Staff

Chingford Ice creams | Jul 2018 - Aug 2018

I was responsible for greeting customers, maintaining dairy inventory, serving customers, suggesting flavors, answering to client questions, adhering to health and safety guidelines

### ● Nursery Assistant

|Winn's Primary School | Mar 2016 - Mar 2016

I attended a one week work experience placement which consisted of; assisting qualified teachers in providing childcare in nursery. Helping the children with their learning, play, educational and social development.

Duties:

- Maintaining toys and play equipment.
- Finding ways to stimulate children.
- Supporting carers who look after children.
- Helping to feed, wash and clean the children.
- Following and implement the policies and procedures set out by the nursery.
- Ensuring that all daily routines are adhered to.
- Coordination and planning activities.
- Helping to settle in new children. Greeting parents and getting children ready for home time.

## Education & Training

- 2024 - 2025 ● **Fashion Retail Academy**  
diploma, Digital Marketing for fashion
- 2014 - 2016 ● **Big Creative Education**  
Extended Diploma,, Creative Media
- 2009 - 2014 ● **chingford foundation school**  
GCSE, GCSE