



Brandon Okoye

Sales Associate

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Languages

Spanish (Basic)

English (Native)

About

I am a part-time sales associate at Selfridges. I have a great passion for luxury fashion as I like to keep up with all the new trends and innovations happening in the fashion world. This allows me to make informed suggestions to customers to help them find pieces they will love. What I love about working in luxury fashion is that I meet people from all over the world and sometimes hear stories about their lives back home or how they are finding their time in London. Also, I have worked as a personal shopper, so I can cater to customers' needs and curate suggestions based on their style. My love for luxury fashion means I am engaged in whatever I am selling and can offer my most extensive product knowledge.

BRANDS WORKED WITH

Selfridges

Citi guards Ltd

Eco Concepts Ltd

Fortnum and Mason

Golden Goose

Harrods

Kidbrooke pharmacy

Kurt Geiger

MAC Cosmetics

Roger Vivier

Stamford Bridge Stadium

TOM FORD

Nike

Experience



Sales Associate

Harrods | Sep 2022 - Jan 2024

- Working at Harrods has allowed me to further branch out into luxury retail, serving at various departments within the iconic Knightsbridge store like the Harrods Shoe Department, MAC cosmetics, Tom Ford and the Gift Shop; This role allowed me to meet different types of people from all walks of life each with their own stories to tell about their travels and some that didn't speak any English but, with patience and attentiveness, I was able to communicate with them and provide the exceptional customer service Harrods is known for.
- This role also tested my ability to deal with high demand and stressful situations where I was attending to 3 customers at a time and having to deliver four pairs of shoes at a time to try on as well as balancing cleaning up after the customers and bringing the unwanted shoes back to the stockroom but with persistence and dedication, I was able to overcome these challenges and provide exceptional customer service.
- Some key moments were selling four pairs of shoes to one person on my first day and selling 20 pairs of shoes on my second day as well as selling £1000 worth of men's grooming products in a day and selling £600 worth of gift shop products to a single customer.

Personal Shopper/ Stylist

Eco Concepts Ltd | Aug 2022 - Aug 2023

- I worked as part of a personal shopping company and I'm now branching into freelancing with my own clients to purchase luxury fashion items accustomed to their own personal style.
- I'm very familiar with both Kibbe and Kitchener systems as well as the seasonal colour palette system which I've used to help clients find pieces that complement not only their bodies and natural colouring but their unique, personal style.

Pharmacy Assistant

Kidbrooke pharmacy | Aug 2022 - Sep 2022

- My role as a pharmacy assistant included stocking shelves, pricing items, checking deliveries, dispensing, and issuing descriptions to customers and selling various hygiene and beauty products.
- This placement further challenged and strengthened my customer service skills; I had to answer a customer's query on the difference between 2 types of pregnancy tests sold. After giving her information about both, she ended up buying one.
- Another thing this placement taught me was the importance of at-

tention to detail when dispensing medicines and getting the customer's name right because I couldn't afford to mix up the prescriptions.

● Sales Associate

Fortnum and Mason | Jun 2022 - Aug 2022

- I worked at Fortnum and Mason in which my roles included selling various types of sweet treats like macaroons, exotic chocolates, baklava, cake and much more.
- I learned how to adapt to the environment I was in as I often when from serving 1 customer at a time, to upwards of 6 within 10 minutes as the flow of customers to the counter was constantly changing.
- A key moment was selling nearly £300 worth of hot chocolates and biscuits to one customer.

● Cashier

Stamford Bridge Stadium | Oct 2021 - May 2022

- I worked at the iconic Stamford Bridge Stadium, home to Chelsea Football Club where my friendly face and body language allowed me to successfully interact with customers of all various backgrounds, answer queries, solve any conflicts, manage product transactions, and advance customer service and verbal communication skills.
- My responsibilities included selling and stocking food, drink, and merchandise and assisting customers with directions.

● Administrative Assistant

Citi guards Ltd | Sep 2019 - Sep 2021

- I worked at a security firm that oversaw installing various methods of security like CCTV in places like hospitals and care homes in which I was able to: Network with over five potential customers for future projects, reached all targets set by the manager and assistant, demonstrated resilience to gain contracts with customers, constantly noting and meeting their demands and significantly improved negotiation skills, regularly converting customers from point of enquiry to contracts.



● Sales Associate

Nike | Mar 2024 - May 2024

- Worked part-time front and back-of-house roles for Nike, including restocking items, deliveries, online in-store shopping, tills, and managing changing rooms.
- Worked cooperatively in a big team to maintain high levels of customer service.
- Time management skills were greatly challenged in this role, often juggling multiple customers simultaneously since the store was the biggest and busiest in the Gunwharf Quays Shopping Mall.



● Sales Associate

Selfridges | Jun 2024 - Now

- Worked on multiple teams across different departments including Luxury Menswear, Women's Designer and Denim Studios, Jelly Cat, Toys and click and collect.
- Maintained standard of customer service by answering any questions customers have, directing them to additional services like the tailor, and giving them fashion advice while affirming their choice of clothing.
- A particular customer was so pleased with my service at Denim Studio that she returned to the store to thank me for helping her secure her favourite pair of designer jeans.
- Worked back of the house in click and collect with a large team helping to pack customer orders. Attentiveness was the most important skill I developed here since there were often errors in items ready to be sent off. For example, I had noticed that a sale jacket was the wrong size and quickly alerted my managers since this item couldn't be replaced.

Education & Training

- 2024 - 2027 ● **St George's University of London**
Bsc (Hons), Clinical Pharmacology
- 2021 - 2023 ● **Thomas Tallis School**
Maths, Chemistry and Biology,