



# Ahmed Sakr

Retail Sales Assistant

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## Languages

Italian

Arabic

English

## About

With a strong background in customer-facing roles at WHSmith, EL&N, and Café Concerto, I excel in sales, inventory management, and enhancing guest experiences. Fluent in Italian, Arabic, and English, my adaptability and upselling skills make me an asset to any retail team.

### BRANDS WORKED WITH

Café Concerto

EL&N

Little Napoli

WHSmith

## Experience

### ● Café Waitress

EL&N | Sep 2022 - Now

- Performed additional tasks to keep dining room running smoothly.
- Thoroughly hand-washed cutlery and glassware.
- Upheld high standard of cleanliness in all work areas to comply with health and safety regulations.
- Cleared and reset tables with clean service ware to uphold faultless restaurant standards.
- Delivered friendly and fast service to process high-volume food and drink orders at peak times.
- Cash handling

### ● Café Concerto | Oct 2021 - Aug 2022

Waiter CaféConcerto , London

- Stocked and maintained silverware, linens and condiments.
- Hand-washed dishes and glassware.
- Answered phones politely and promptly while accurately recording and confirming reservations.
- Delivered friendly and fast service to process high-volume food and drink orders at peak times.
- Enquired about guest satisfaction, anticipated additional needs and happily fulfilled ad-hoc requests.
- Retained knowledge of current menu selections for accurate, reliable customer guidance.
- Resolved customer complaints promptly, escalating larger operational concerns to management.
- Maintained safe hygiene and food handling standards for full compliance.
- Monitored cafe for seating availability, safety and wellbeing of guests.
- Checked temperatures of freezers, refrigerators and heating equipment to verify proper functioning.
- Managed peak morning custom with accurate, efficient, levelheaded service.
- Paid attention to customer feedback regarding menu offerings and recommended changes, improvements and new menu items.
- Cleaned and sanitised work areas, utensils and equipment.
- Described menu items to customers and suggested products based on stated preferences.
- Prepared and served hot and cold beverages, including fresh coffee, espresso drinks and brewed teas.



### ● Retail Sales Assistant

WHSmith | Oct 2019 - Mar 2020

- Showcased product features and benefits to drive sales.
- Processed cash and card payments during busy shopping periods to minimise customer waiting times.
- Received, processed and organised deliveries within tight deadlines.
- Provided helpful, attentive sales support to generate positive customer feedback.
- Addressed and resolved complex customer complaints to restore satisfaction and support customer loyalty.
- Liaised with potential customers to determine needs and provide recommendations.

- Monitored inventory supply and salesfloor stock to increase availability and customer convenience.
- Organized front-end and window displays, applying merchandising standards to enhance shopping experiences.



- **Waiter**

Little Napoli | Sep 2018 - Jul 2019

- Cleared and reset tables with clean service ware to uphold faultless restaurant standards.
- Checked on designated tables at appropriate intervals to refill drinks, respond to requests and receive customer feedback.
- Anticipated and addressed guests' service needs.
- Delivered friendly and fast service to process high-volume food and drink orders at peak times.

## Education & Training

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2026

- **London Metropolitan University**

Bachelor of Arts,

2023

- **Brunel University**

Foundation Degree in Engineering Engineering,