



Hazera Begum

Sales Associate

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Languages

English


About

With over 8 years of expertise in retail, I excel at customer service and sales, particularly within luxury brands. My skills extend to deep product knowledge, problem-solving, and adaptability across varied shop floor roles, demonstrating my passion for the industry.

BRANDS WORKED WITH

- ELEMIS Skincare
- Fortnum & Masons
- FURLA, REGENT STREET
- Harrods Serge Lutens
- House of Fraser - Westfield Shopping Centre
- Jo Malone, St. Pancras International Station
- The Body Shop

Experience

- Sales Assistant**
 Harrods Serge Lutens | Nov 2023 - Jan 2024
 Fragrance specialist
- Sales assistant**
 FURLA, REGENT STREET | Feb 2022 - Dec 2022
 Leather goods bags and accessories
- Sales associate (beauty department)**
 Fortnum & Masons | Jul 2019 - Sep 2019
 - To give engaging and professional service to all our customers.
 - Greeting customers upon their arrival
 - Demonstrating proper use of makeup and skin care products
 - Cross-selling beauty products, when appropriate (e.g. serums, body lotions and hair care products) demonstrating makeup techniques, suggesting products that meet clients' needs and informing customers about product details, like ingredients, application methods and price
 - Help clients find products they're looking for in our store
 - Ensure proper presentation of products on shelves
 - Inform customers on prices and special offers
 - Replenish stock as needed
 - processing cash and card payments and currency notes
 - Dealing with customer refunds
 - Responsible dealing with customer complaints.
 - Receiving and storing the delivery of large amounts of stock
 - Maintaining a tidy and clean work environment.
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Sales Associate (Harrods)
 Elite Associates | Aug 2018 - Dec 2018
 Suppliers of personnel to the Luxury, High-end and Designer Retail Industry.
 Responsibilities:-
 - Working for Brands including Louis Vuitton (RTW) and YSL (RWT), Chanel and Fresh offering their clientele a first class service;
 - Offering bespoke demonstrations and consultations in line with clients' specific beauty requirement sand offering expert advice;
 - Ensuring all Retail standards of both the Brands and Harrods are maintained at all times by ensuring adherence to Brand Basics at all times.
- Sales Assistant**
 Jo Malone, St. Pancras International Station | Oct 2017 - Jan 2018
 British Perfumer Lauder offering a range of perfumes, luxury candles, bath products and room scents.
 Responsibilities:-

- Achieving personal targets such as Sales, ATV and IPT;
- Providing an unparalleled Jo Malone Customer Service experience;
- Maintaining the Jo Malone image by ensuring excellent Consultation standards and store standards such as clean counters, tester stands and displays;
- Promoting and explaining the benefits of all Jo Malone products to educate Clients on the Jo Malone brand and products to provide a personalised service;
- Merchandising of counters and displays ensuring adequate stock levels on the Shop floor and stock rotation at all times.



● Sales Assistant & Skin Care Expert

The Body Shop | Mar 2017 - Sep 2017

A British cosmetics, Skin care and perfume company offering Skin care, haircare and body products.

Responsibilities:-

- Merchandising of counters and displays ensuring adequate stock levels on the Shop floor and stock rotation at all times;
- Offering expert advice to Customers and providing an insight into Body Shop products;
- Being knowledgeable on all Body Shop products, for example, the ingredients and origins, to be able to provide a personalised service to help each Customer find the correct product that suits their lifestyle.
- Promoting and explaining the benefits of all Skin care products to educate Clients on the Body Shop brand and Skin care products;
- Coaching fellow Consultants, both in-store and those in my region, on Product Knowledge and Selling techniques.

● Skincare Therapist

ELEMIS Skincare | Dec 2016 - Feb 2017

luxury British Skincare brand.

Responsibilities:-

- Assisting in the day-to-day running of the Elemis Account within Debenhams; Promoting and explaining the benefits of all Elemis products to educate Clients on the Elemis brand and products;
- Driving Sales of Elemis treatments and products;
- Providing exceptional Skin care consultations and treatments and addressing Client Skincare concerns; Maintaining excellent Consultation standards and store standards such as clean counters and treatment rooms.

● Sales Advisor (Fashion Accessories)

House of Fraser – Westfield Shopping Centre | Jan 2013 - Oct 2016

Major Department store retailer of clothing, international fashion, beauty and homeware products.

Responsibilities:-

- Greeting and assisting Customers when they enter the Store with a warm and friendly approach; Maintaining Front of House and Back of House standards towards driving replenishment standards and ensuring full product availability;
- Supporting in launching Store events, for example, House of Fraser MasterCard Event and Big BrandEvent;
- Upselling House of Fraser MasterCard and Recognition Card; Building Relationships with Customers and offering style advice;
- Cash Management and Banking.

Education & Training

2012

● London college of Haringey and North

Master of Education,