



# Alisha Iyala

Customer Service Assistant

📍 London, UK

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## Languages

English (Native)

## About

### SUMMARY

### BRANDS WORKED WITH

DIVERSITY DESIGN DD

House of Fraser

Topshop

## Experience

### ● Customer Assistant

DIVERSITY DESIGN DD | May 2021 - Now

Connected and engaged with customers authentically to understand styling needs. Rotated stock regularly to help drive sales. Identified client body type, colouring and style to fully comprehend and cater to specific needs and goals. Scheduled follow up appointments to provide extra assistance and verify improvement in dressing, styling and portrayal of image. Identified shopping budget to find specific garments, shoes and accessories to align with costs. Registered client information on database to enable tracking history and maintain accurate records. Carefully assessed current wardrobe style to help create improvements and seasonal upgrades. Kept sets, mannequins and styling props to demonstrate various styles and themes, providing visual representations of fashion. Read magazines and blogs to visualise new styles and merchandise to match character and body frame of clients.



### ● Fashion Sales Associate

House of Fraser | Dec 2020 - Jan 2021

Provided customers with enjoyable and memorable shopping experiences through relationship building and going the extra mile to assist needs. Assisted customers in measuring and sizing to determine optimum clothing and shoe fit for them. Maintained up to date awareness on the fashion trends to provide knowledgeable outfit advice to customers. Assisted customers in selecting appropriate clothing based on their personal style, body shape and other features. Efficiently and independently processes customer's cash and card payments at checkout, providing correct change for cash purposes. Applied cross-selling skills in selling additional products to customers, increasing purchase amounts. Maintained an extensive knowledge of the ever-changing fashion product range by attending sales meetings and reviewing stock manuals. Assisted managers in planning store layouts, creating based on highlighted trends, promotions and sales.

### ● Fashion Advisor

Topshop | Feb 2018 - Dec 2020

Carefully assessed current wardrobe style to help create improvements and seasonal upgrades. Replenished stock, handled deliveries and processed digital orders to maintain supply and consistent inventory. Conducted consultations to understand client needs, helping to make appropriate purchases for clothing, shoes and accessories. Maintained an extensive knowledge of the ever-changing fashion product range by attending sales meetings and reviewing stock manuals. Provided customers with enjoyable and memorable shopping experiences through relationship building and going the extra mile to assist needs. Stayed updated on trends through regular research on social media, magazines and fashion influencer blogs. Greeted customers with care and professionalism to maintain exceptional store service ratings. Monitored shoppers' activities and intervened to prevent theft, damage or loss of items.

Located suitable products upon request based on customer requirements. Labelled and tagged clothing with price tags, offers or discounts to facilitate purchases. Unpacked deliveries and prepared items for sale by hanging, tagging and steaming. Trained new team members in cash register operation, stock procedures and customer service. Maintained clean, tidy and organised checkout areas. Maintained neat and clean shop floor and storage areas.

Time management Strong verbal communication Conflict resolution  
Blogger relations Payment processing Attention to detail

## Education & Training

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- **University of East London**  
Bachelor of Arts,
- 2019 ● **City & Islington College**  
Master of Education,
- 2017 ● **The City Academy**  
GCSE,