



Lourdes MacAulay

PASSIONATE LUXURY SALES ASSOCIATE

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Languages

English (Native)

About

I am a dedicated retail professional with experience in sales, inventory management, and personalised customer service. I thrive in dynamic environments, ensuring customer satisfaction through exceptional service delivery and have successfully increased sales and loyalty in previous roles.

BRANDS WORKED WITH

- Selfridges
- ZARA
- ZED WELL HOTEL
- Blush and ivory
- John Payne Estate Agent

Experience



● Sales Associate

ZARA | Feb 2023 - Mar 2024

Assisted customers with product selection, leading to a measurable increase in sales and customer satisfaction. Managed inventory and restocked shelves, ensuring optimal product availability and reducing stockouts. Processed transactions efficiently, maintaining a high level of accuracy and reducing checkout times. Collaborated with team members to meet daily sales targets, contributing to overall store success. Conversated with 100 customers daily, where I tailored my communication to suit their needs Answered customer queries regarding best product recommendations and assisted with their shopping experience, which helped meet 100% customer satisfaction Trained new hires on store policies and customer service techniques, improving team efficiency and cohesiveness. Implemented a new visual merchandising strategy that boosted weekly sales by 15%. Developed personalized sales approaches that increased upselling opportunities and enhanced customer loyalty. Boosted customer satisfaction by 20% through personalized service and product recommendations.

● Front Desk Receptionist

ZED WELL HOTEL | Jun 2022 - Dec 2022

Managed front desk operations, ensuring efficient guest check-ins and check-outs, enhancing guest satisfaction. Resolved guest inquiries and complaints promptly, improving overall guest experience and retention. Coordinated with housekeeping and maintenance teams to ensure room readiness and quality service delivery. Maintained accurate records of guest transactions and reservations, ensuring data integrity and operational efficiency. Streamlined front desk processes, reducing check-in time by 20%, boosting guest satisfaction scores. Partnered with housekeeping and maintenance teams, ensuring 100% room readiness and exceptional service quality. Enhanced reservation accuracy by maintaining meticulous records, ensuring seamless guest experiences. Suggested a new complaint resolution

● Bridal Consultant

Blush and ivory | Feb 2022 - Apr 2022

Guided brides in gown selection, ensuring high satisfaction and repeat business. Adapted swiftly to new tasks while meeting deadlines and quality standards. Enhanced customer loyalty by providing personalized gown consultations, resulting in a 20% increase in repeat clients. Streamlined appointment scheduling, reducing wait times by 30% and improving overall client experience. Passionately guided brides through gown selection, fostering a supportive and memorable shopping experience. Meticulously managed inventory, ensuring availability of popular styles and sizes, which boosted sales by 15%. Cultivated strong vendor relationships, securing exclusive bridal collections, enhancing product offerings. Conducted market research to identify bridal fashion trends, informing inventory decisions and boosting sales.

- **Assistant**

John Payne Estate Agent | Feb 2021 - Mar 2021

Supported daily operations, enhancing team efficiency and communication. Assisted in managing client inquiries, improving response times and customer satisfaction. Organized and maintained office documentation, ensuring easy access and accuracy. Collaborated with team members to streamline processes, achieving measurable productivity gains. Eager to learn and adapt quickly, consistently meeting deadlines with a strong work ethic and attention to detail. Provided vital support in daily operations, consistently meeting deadlines and maintaining high attention to detail.

Education & Training

2018 - 2023

- **Prendergast Ladywell fields college**

GCSE, High School

- **Sixth form College**

CHRIST THE KING SIXTH FORM,