



Elena Espineira

Sales at CELINE

London, UK

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Languages

Portuguese (Fluent)

Spanish (Native)

English (Fluent)

About

Since moving to the UK 6 years ago I've lived in Brighton, London and New York. I excelled in Sales but also have experience in e commerce and administration. "I am hardworking, target oriented, organised, positive, very approachable and outgoing with excellent people skills. A perfectionist with a keen eye for detail and a strong work ethic. Having lived in different countries and experienced different cultures over the years, I consider myself to be highly adaptable and I am always up for a challenge!"

BRANDS WORKED WITH

AllSaints

CARAMELO S.A.U.

CELINE

DIRECTORY GROUP LIMITED

El Corte Inglés

Grupo LOIDA

Jalouse magazine

Levi Strauss & Co.

Experience



Luxury sales Advisor

CELINE | Oct 2020 - Now

- Develop CELINE's Private Client database (a portfolio of 100+ top clients) by nurturing existing clients, reactivating sleepy clients, and developing personal relationships with new, high-value prospects to introduce them to the brand.
- Maintain client relationships to high standards in order to promote achievement of personal sales targets and related KPI's.
- Work with Management on weekly and monthly reporting whilst providing comprehensive feedback on assigned contributing projects.
- Host individual shopping experiences in store to introduce newness plus attending external networking and social events.
- Send tailored communications to clients, to inform them about new launches, products and other news that is relevant to their interests.
- Share product knowledge with my clients and the team.

Luxury sales advisor

DIRECTORY GROUP LIMITED | Aug 2019 - Mar 2020

I represented renowned luxury brands such as Valentino, Ralph & Russo, Balenciaga, and Dior at Harrods, Mount Street, and Harvey Nichols through the agency Directory. My goal was to gain experience in diverse shopping locations and acquire a broader spectrum of luxury retail. I had the opportunity to work closely with high profiled clients and gained a deep understanding of their needs and preferences. By building strong relationships with customers from the outset, I was able to consistently drive sales, resulting in a significant impact on the business. I also took a proactive approach to creating a positive work environment, fostering collaboration and teamwork among colleagues. My ability to adapt to different work settings and effectively represent multiple luxury brands made me a valuable asset to the agency and the luxury brands I represented.



Senior Sales Advisor

AllSaints | Jul 2018 - Aug 2019

I was a point of reference for my team to motivate and support them. Worked directly with the PR & Marketing department to deal with celebrities and influencer's styling. I achieved the highest valued transaction in the store since it was opened back in 2009. Supported the management team with recruitment during peak season (helping with the admin side of new starters, sharing product knowledge and the importance of the brand values) plus with internal orders by contacting them personally. I collaborated with the VM team to keep the store standards high, following the visual guidelines. Supported the back of house team to reorganize the stockroom, implementing a new order to make the daily tasks more efficient and faster.

● Freelance stylist assistant

Jalouse magazine | Apr 2018 - Apr 2018

Assisted in the shooting of the cover and the 18 pages editorial of the July number with Laëtitia Mannessier (as the main stylist) and Moya Palk and Sofia Tesmenitskaya as models. I was in charge of organizing the garments and jewelry, dressing the models, keeping check of items coming through production, dealing with PR agencies and returns.



● Sales Advisor

AllSaints | Aug 2016 - Jun 2018

Used to comfortably achieve high value transactions focusing on KPIs and what can be done to improve UPT, ATV and Conversion; Actively selling and styling to ensure growth in sales and conversion in store; Rewarded as "stylist of the year" after my first trimester on brand. Confidently merchandising the product, providing expert knowledge on the same; Recruiting and training new members of staff and carrying out induction days following the company standards. Accustomed to use Google+, Drive and Hangouts to communicate internally.



● Sales Advisor

Levi Strauss & Co. | May 2016 - Aug 2016

It was my first work experience in the UK. I was working with customers since the very first moment from floor service, fitting rooms and tills. Strong in product knowledge, assisted with replenishment, standardizing, PPT checks, helped with daily sales report and physical inventory.

● Ecommerce Specialist

CARAMELO S.A.U. | Jan 2014 - Apr 2016

- Write product descriptions & compositions for all products on the website.
- Prepare and upload new product's ensuring accurate features, category, attributes, pricing, photography, and meta descriptions.
- Site walk daily to ensure all products are live and correctly merchandised.
- Ensure all product information is collated and accuracy of content displayed.
- Ensure all product lines are promptly and efficiently removed in accordance with business merchandising strategies.
- Support the Ecommerce Trading Executive in the preparation of website categories for sale, new season, and marketing campaigns.
- Perform regular checks to be sure all products are available for purchase, correctly priced and merchandised.
- Work with the Ecommerce Trading Executive to implement visual merchandising strategies as required.
- Create, update, and edit website & email content as requested, ensuring it follows SEO principles as well as the Brand's tone of voice.
- Preparation of website categories for new season & marketing campaigns.
- Responsible for general housekeeping - including updating and amending homepages, banners, shipping options and store finder.
- Periodic website testing through varying devices to ensure all pages, content and user journeys are functioning correctly.

● Administrative Assistant

Grupo LOIDA | Jan 2012 - Dec 2013

In addition to my daily assignments such as: managing incoming calls, emails and enquiries; Diary management (scheduling meetings and appointments), booking international trips,... I used to cooperate in other departments such as Buying, HR (recruiting process, elaborating documents to prevent health & safety risks,...) and with the Accounting Department. I was in charge of keeping updated chart of accounts, making banking transactions (such as revenue cash closings, tax payments, payments to suppliers, invoicing, balances, ...).



● Sales Associate

El Corte Inglés | Jun 2011 - Jan 2012

I worked there for two years promoting well-known brands such as Carolina Herrera, Calvin Klein, Michael Kors,... Always combined with my studies in order to acquire selling skills.