



Vithya Vijayakumar

Sales and Marketing Assistant

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Languages

English (Fluent)

Italian (Fluent)

Tamil (Native)

About

With over two years of retail experience at River Island and Accessorize, I excel in customer interaction, operating tills, and maintaining product knowledge. Adept at adapting to various retail environments efficiently while ensuring high customer satisfaction.

BRANDS WORKED WITH

TLC Worldwide Marketing – Baker Street

River Island – Derby

Londis Supermarket Hanwell

Accessorize (Derby

BURGER & SAUCE

Royal Mail

Experience

● Marketing role

University Digital Project (Internship) – Estates | May 2023 - Jun 2023

- Conducted financial cost analysis using Excel.
- Generated and organized data for project tracking.
- Actively participated in meetings and delivered insightful presentations.

● Field agent

TLC Worldwide Marketing – Baker Street | Jul 2022 - Sep 2022

- Employed door-to-door sales techniques to secure partnerships for TLC's National Beauty Network product.
- Evaluated the effectiveness of sales strategies.
- Established enduring partnerships and met individual and team sales targets.
- Attended virtual meetings, sales events, and training sessions.
- Provided valuable feedback to management and maintained a comprehensive partner database.



● Marketing On-Campus Internship

Enterprise Center | Apr 2022 - Jun 2022

- Developed content for a website landing page.
- Formulated marketing strategies and communication plans to promote services.
- Supported the planning and promotion of networking events.
- Conducted research for future membership offerings.

● Sales Advisor

River Island – Derby | Nov 2021 - Jan 2022

- Delivered friendly and personable customer greetings.
- Assisted customers in identifying their needs and preferences.
- Operated cash registers while prioritizing customer satisfaction.
- Strengthened customer interaction skills and maintained product expertise.

● Sales assistant

Londis Supermarket Hanwell | Jul 2021 - Sep 2021

- Extended friendly greetings to customers.
- Provided assistance with product inquiries and pricing information.
- Collaborated with a team at the checkout for efficient customer service.
- Actively monitored security through CCTV and managed product returns.
- Ensured proper restocking and organization of shelves during product deliveries.

- **Brand Ambassador**

Antzara Organisation – Canary Wharf | Jun 2023 - Aug 2023

- Engaged in door-to-door sales, promoting products and services.
- Demonstrated a deep understanding of the products to effectively communicate their features and benefits.
- Cultivated friendly and approachable communication with customers, ensuring a positive experience.

- **Sales assistant**

Accessorize (Derby | Oct 2022 - Jun 2023

- Provided warm and welcoming customer greetings.
- Assisted customers by assessing their needs and offering appropriate solutions.
- Operated tills with a focus on delivering high customer satisfaction.
- Honed customer interaction skills and maintained product knowledge.
- Ensured store organization and proficiently managed stock.

- **Student Care Assistant**

Birchwood Grange Care Home | Jul 2018 - Jul 2018

- Assisted residents with their breakfast and meals.
- Organized recreational activities to engage and entertain residents.
- Ensured resident safety and well-being within the care home setting.



- **all rounder**

BURGER & SAUCE | Oct 2023 - Jun 2024



- **seasonal mail sorter**

Royal Mail | Dec 2023 - Dec 2023

Education & Training

2021 - 2024 ● **University of Derby**

Bachelor of Arts,

2019 - 2021 ● **Whitmore High school**

6th form,

2016 - 2019 ● **Whitmore High school**

10 GCSEs,