



Sunsik Cha

Self-driven, motivated, confident, passionate, professional and dedicated

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Links

- [LinkedIn](#)
- [Instagram](#)

Languages

Japanese (Basic)

Korean

English

About

With a rich background in high street to luxury retail, I excel in customer service and upselling, backed by multilingual capabilities. My experience spans various roles, from sales assistant at John Lewis to brand ambassador for renowned brands, showcasing my adaptability and passion for retail excellence.

BRANDS WORKED WITH

- BlackTears Dry Spiced Rum
- De'Longhi
- Hewlett Packard Enterprise
- Menabrea
- teapigs
- Tetley Tea

Experience



● Freelance Brand Ambassador/Event Host

LIVE Agency | Oct 2023 - Dec 2023

Brand Ambassador for De'Longhi Bean to Cup Coffee Machine at John Lewis (seasonal period)

Demonstration of products, advising and sales of products. Driving brand awareness and sales as well as being face of the brand. Working alongside John Lewis partners.

● Freelance Brand Ambassador/Exam Invigilator

| Jun 2022 - Now

- Event Host (Silent Auction) charity fundraising at various small to large corporate events
- Informing guests and assisting with any queries with Silent Auction and Charity partner.
- Collecting guests bids & processing payments
- Working as a team and individually

● Freelance Event Host/Brand Ambassador/Bar Staff

| Jun 2022 - Now

Freelance event host, brand ambassador, bar staff working in corporate conference/exhibitions, promotional activities/marketing campaign, festivals



● HP Channel Engagement Development Executive

Blue Square | Mar 2022 - Jun 2022

HP PC promoter/demonstrator at John Lewis and Currys. Engaging and interacting with customers in product demonstrations and providing a excellent service. Recommending suitable products and driving brand awareness and building customer loyalty. Reporting sales revenue, customer and competitor brand insights. Assisting with sales alongside store colleagues. Representing the brand highly and taking part in weekly briefing meetings.

● COVID Test Centre Operative

Serco Group | Sep 2021 - Nov 2021

(Serco Workforce Solutions)
Local COVID Walk-In Test Centre
Engaging and assisting with walk-in customer's taking self-test. Scanning QR/bar code and checking to all is completed properly. Guiding to drop-off and answering queries.



● COVID Tester

Boots UK | Apr 2021 - Sep 2021

Tester at Croydon COVID Test Site (RTS)
Carrying out Swab Test on patients/service users that come through administered testing. Providing a professional and high standard of service. Communicating efficiently with patients on the process of the test. Following correct procedure.

● COVID Test Centre Operative

Flexy.com | Jan 2021 - Jul 2021

(29/04/2020 - 18/01/2021)

(On-going Temp Work)

Various roles working within test (drive-thru) site involving directing, engaging with customer's entering site for both assisted and self-test. Working on-site, as well as in resources making test packs.

- Ensured a positive customer experience
- Performed operational duties
- Adapted to changes of site rules and tests
- Engaging with customer's
- Coordinated and led training for new staff
- Performed customer service tasks
- Distributing LFD test kit

● Freelance Staff

Flexy | Apr 2020 - Now

retail stores

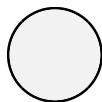
Working for staffing agency on various

- John Lewis & Partners Sales/Customer Asst.
- Waitrose (Various Stores) - Customer Asst.
- Currie Motors Toyota - Receptionist/Host
- Warehouse Staff

● COVID Test Centre Operative

Flexy.com | Apr 2020 - Jan 2021

Working at a COVID Test Centre (drive-through). Managing flow of cars, providing professional assistance to all service users. Working within a team in different areas of Covid site.



● Sales Assistant

Debenhams | Dec 2019 - Jan 2020

Seasonal temporary contract. Working on all shop floor of the department store with duties including, assisting customers, making sure all stocks are neat and presented in the right way.

● Waiting/Bar Staff

GIG | May 2019 - Jun 2019

Casual temp work with staffing agency.

Worked as F&B waiting staff at, The Lensbury Hotel in Teddington. Working in the hotel lounge/restaurant and in events.

Also worked at Twickenham Stadium on rugby match days as cashier in one of the many bars and waiting in a restaurant.

● Casual Bar/Waiting Staff

Coople | Nov 2018 - Mar 2019

Worked with Coople (staffing agency) on various casual work in hospitality.

- Bar staff at Twickenham Stadium on rugby match days.
- Waiting staff at Dorsett Hotel, London

● Customer Assistant

Marks and Spencer | Nov 2018 - Jan 2019



Seasonal temporary customer assistant working in the Foodhall Dept. of M&S.

Duties involved: Assisting all customers, rotating/checking products daily, replenishing products, working on different area of the Food-hall, working on the tills, providing a high standard of service.



● Reservations Assistant

matsuba | Jan 2017 - Jan 2022

Answering all customer table reservations and enquiries by phone. Responding online by email, yelp and other sites. Making sure any customer requests are noted and passed onto management members. Also managing group bookings and catering.



● Front of House Manager

matsuba | Sep 2014 - Mar 2017

Working in front of house for (family-run) Japanese restaurant business with duties which included, managing reservations, customer service, waiting, groups/events, marketing, training new waiting staff, communicating with both the kitchen and sushi chef, multi-tasking and responding to customer reviews. Building customer relations.



● Director & Manager

matsuba | Aug 2007 - May 2012

- Managing operation of (family run) business
- Recruiting and training new staff (waiting and sushi chef)
- Managing all customer reservations, enquiries
- Customer relations and building rapport
- Managing social media/marketing
- Investigating and resolving customer complaints and issues

Education & Training

1999 - 2001

● University of the Arts London

Bachelor of Management,

1998 - 1999

● University of the Arts London

Diploma of Higher Education in HND Travel & Tourism Management,