



# Easha Oreen Gofran

Retail, Marketing, and Content Marketing

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## Languages

English (Fluent)

Bengali (Native)

Hindi (Fluent)

Urdu (Fluent)

## About

With a fervour for luxury fashion and commitment to sales goals, I excel in fostering strong customer relationships and multitasking in fast-paced settings. Fluent in English and adaptable, I'm available after class and weekends, bringing extensive experience in client advising, upselling, and stock control.

### BRANDS WORKED WITH

e&e Jewellery

Cafe Eden

UNILEVER BANGLADESH

Top Ten Mart

## Experience



### Sales Retail Assistant

e&e Jewellery | Jan 2024 - Apr 2024

- Assisted customers in finding the right jewelry pieces based on preferences and needs.
- Developed deep understanding of e&e's jewellery products.
- Processed transactions using store's point-of-sale (POS) system.
- Ensured visually appealing and well-organized jewellery displays.
- Successfully performed the Till-Operations, and earnestly learned the closing and opening till functions.



### Cafe Eden | Jan 2023 - Dec 2023

- Greeted customers warmly and provided menu recommendations.
- Efficiently managed food and beverage orders with attention to detail.
- Communicated effectively with kitchen staff for timely order delivery.
- Promoted specials to enhance customer experience and increase sales.
- Collaborated with colleagues to maintain cleanliness and organization in dining area.
- Processed payments accurately and efficiently.



### Marketing Specialist Assistant

Unilever | Jan 2022 - Dec 2023

- Managed social media channels and created engaging content.
- Wrote press releases and external communications about company news and achievements.
- Planned and executed marketing events, increasing webinar sign-ups.



### Retail Assistant

Top Ten Mart | Aug 2020 - Dec 2021

- Educated customers on product features and benefits, leading to sales increase.
- Provided personalized styling advice.
- Contributed to positive customer feedback and brand loyalty.



### Customer Service Representative

Top Ten Mart | Feb 2019 - Jul 2020

- Resolved customer issues in a timely and empathetic manner, reducing complaints.
- Managed social media channels and created engaging content.
- Wrote press releases and external communications.
- Planned and executed marketing events, increasing webinar sign-ups.

## Education & Training

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- 2024 - 2027 ● **University of East London**  
BSc (Hons) Accounting and Finance with International Foundation Year (Malvern House), Accounting and Finance
- 2023 - 2023 ● **SYDNEY INTERNATIONAL SCHOOL**  
Accounting, Economics, and Mathematics (A'levels),
- 2021 - 2021 ● **SYDNEY INTERNATIONAL SCHOOL**  
GCSEs (O-levels),
- **Cambridge Assessment**  
IELTS (Academic UKVI) - 7.5,