



Helen Tonkin

Luxury Sales Advisor

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Languages

- Italian
- French (Basic)
- English

About

With extensive experience in luxury retail, I excel at customer service and sales. Proficient in beauty therapy (NVQ 2), I am adept at guiding customers to optimal product choices while consistently surpassing KPIs. Passionate about delivering exceptional experiences in dynamic retail environments.

BRANDS WORKED WITH

- SpaceNK, Cheapside
- Deverell Smith Ltd
- OKA
- Gidgit Ltd
- SATcase Ltd
- LifeFlight Panama
- David Aplin Recruiting
- Blue Arrow
- Carter Jonas
- Angus One
- Vodafone HQ
- QUINTILES PHARMACEUTICALS
- Hampton's International
- Select Appointments
- ITT World Directories

Experience

● Luxury Retail Sales Advisor

SpaceNK, Cheapside | Nov 2022 - Jul 2024

www.spacenk.com

My duties were to assist with promotion and sales of luxury personal care and beauty products. I was able to guide customers on their "skin-care journey" whilst working towards achieving optimum revenue for the company by regularly fulfilling and surpassing KPI's, in terms of Average Transaction Values and Average Unit Sales. I enjoyed regular and comprehensive training from SpaceNK and from the various representatives of the many leading beauty industry brands the company stocks and feel I have gained a very broad but deep understanding of what a customer may need to help them in their quest for a good appearance and optimum overall health. Always delivering a superlative customer service experience I have received many excellent reviews of my performance from regular SpaceNK customers... Have also achieved consistent sales figures which contributed to very successful, branch revenue, regularly out-performing others in the team on a weekly basis. I was also able to utilise skills gained by achieving an NVQ 2 in Beauty Therapy.

● New Homes Sales Advisor, Part-time

Deverell Smith Ltd | May 2019 - Jun 2019

www.deverell-smith.com

As a part-time, on call, New Homes Sales Advisor, I worked, on a contract basis, at several Luxury New Homes Construction sites, in a Pre-sales position, helping potential buyers to consider and buy new houses and apartments, mainly off-plan. Responsible for diary management, house viewings and relevant tracking and reporting of metrics to Head Offices of Persimmon, St. Modwen, Bexley Homes and several more!

● Interiors Advisor, Part-time

OKA | Jan 2018 - Dec 2018

www.oka.com

I delivered an exceptional customer service experience, working in a small, highly focused team, to clients seeking advice and guidance whilst buying OKA's unique, luxury furniture and home ware accessories. Enjoyed success being back on the shop-floor in a customer facing role. I worked at several of OKA's Interior Design led stores and am proficient in processing a sale from first enquiries via up-sale to final financial commitment. I am trained and conversant with till practice and giving customer refunds but also happy to work, back-stage, with the unpacking of stock and visual merchandising.

- **Global**

Gidgit Ltd | Sep 2017 - Jul 2021

Responsible for sales of Gidgit product into UK and US based Homeware companies and online sales platforms, mainly Amazon.

- **Recruitment Director, Permanent**

SATcase Ltd | Sep 2013 - Sep 2015

www.satcase.com

As the Recruitment Director of SATcase Ltd. I filled the role of sourcing, attracting, interviewing and on boarding key personnel during the start-up phase and early development of the company, mainly using networking and headhunting skills plus occasional use of LinkedIn and professional, related Job Boards. Recruited a wide number of specialist roles, Operations Manager, CAD Designer, Lead Design Engineer, Software Developer, PR Manager, Billings Manager, Sales Executives, Accounts Assistant. As a Co-Founder, an Investor and Director in the business I also liaised with all partners and suppliers including UK and European Electronics companies, Materials Suppliers etc and generally provided a very "hands on" approach to all aspects of the business.

- **Business Owner/Director**

LifeFlight Panama | Jun 2008 - Mar 2010

www.lifeflightpanama.com

Lifeflight Panama was the first dedicated Helicopter Air Ambulance Emergency Service to exist in Panama City, Republic of Panama.

- Solely responsible for the sourcing and on-boarding of personnel, across all areas of talent, during the company's "start-up", Helicopter Pilots, Medical Director, Paramedics, Search & Rescue team and Office staff.

- **Senior Recruitment Consultant**

David Aplin Recruiting | Apr 2006 - May 2008

www.aplin.com

Specialised in Permanent, Interim and Contract placement of top-tier Professionals into Alberta businesses. Sourcing for small, local firms to large, multinational organisations.

- Sector specialised in sourcing/headhunting and supply of Supervisory/Managerial, Executive and Sales Professionals, chiefly for prestigious Oil and Gas producers. Through successful business development and performance, professionalism, honesty and integrity I secured repeat business and partnering agreements, working both retained and contingency searches.
- Managed a small staff team to drive the 'end to end' recruitment cycle through solid account management.
- Responsible for sourcing and conversion of new business leads and continued support of current customers, by telephone and personal networking.
- Mentoring of applicants, chiefly project control professionals and engineers, in Career Management, CV Writing, Interview Technique and Self Promotion.
- Extensive knowledge and practice with Applicant Tracking Systems, Max-Hire, Taleo and use of in-house Psychometric Testing.
- Coaching to personnel within HR departments, regarding Successful Interviewing, On boarding Strategies, Staff Attraction/Retention and Employee Law.
- Regular mining of on-line Recruiting boards, LinkedIn etc. plus active participation with Calgary Networking bodies. Regular attendance of Petroleum Club, Chamber of Commerce and Rotarian meetings, Industry and University Graduate Job Fairs.
- KPI's High conversation rate of applicants placed to permanent positions. Low rate of "Fall offs". Average number of applicants interviewed on weekly basis, 10, Job Placements, 2, Company Visits and Job Orders taken, 4. Surpassed given annual revenue targets. 1st year billing \$200,000



- Accrual of complimentary testimonials from satisfied clients and applicants.

● Senior Recruitment Consultant

Blue Arrow | Jul 2004 - Sep 2005

www.bluearrow.co.uk

Recruitment consultant, responsible for the promotion and sales development of company's permanent placement of Office Practice and Commercial personnel.

- Co-ordination of the office's marketing and sales plans led from Head Office, e.g. On-line staff attraction/incentive programmes, delivery of and participation in Diversity in the Work place, Work-Life Balance workshops, Lunch and Learn sessions.
- Full implementation of recruitment methods for local blue-chip clients, e.g. KPMG, Bayer, Vodafone.
- Six month, in-house placement to recruit specifically in HR vertical for SONY, UK. Responsibilities included external and internal interviewing, on-boarding of new employees, consistent employee performance reviews, "sick" interviews, exit interviews for both permanent and contract hires. Continuous liaison with in-house HR dept. to ensure regular review of new and imbedded systems and produced quantifiable results, as required by department management team leaders, e.g. level of staff turnover, employee job satisfaction.



● On-site Sales Co-ordinator/Negotiator

Carter Jonas | Jan 2002 - Jun 2004

www.knightfrank.co.uk

New Construction Sales Consultant/Co-ordinator/Negotiator, employed on a contract basis. Worked in a small team responsible for the marketing, showing of semi-built and fully finished "show" homes, progression of off-plan sales and all associated coordination/administration of apartments and executive homes.

- Properties ranged in price from city centre apartments at £150,000 to executive homes at £700,000.
- Achieved 100% of sales targets well within the developers' deadlines.
- Offered consecutive contractual work with both companies due to successful repeat performance in sales figures for assignments with David Wilson Homes, Bryant, St. George PLC, and Hills and probably the fact I made plenty of pots of tea for the workmen on-site!

● Business Development Consultant

Angus One | Jan 2024

www.angusone.com

Responsible for promotion of Angus One's professional recruitment services, by arranged and prospect visits to new and existing businesses in Greater Vancouver.

- Co-ordination and management of a portfolio of high profile clients, within the Office, Finance, HR and IT sectors. Implementation of recruitment for middle management roles, within companies such as McDonald's, IBM, Google, Electronic Arts.
- Target driven and well used to surpassing given Key Performance Indicators.

● Senior Recruitment Consultant

| Feb 2013

London. www.lady.co.uk

Recruitment of the finest domestic/household staff in private service, providing estate and land managers, teams and butlers, housekeepers, personal assistants to Private Domestic and Corporate clients. Short tenure in this role, due to unexpected change in personal circumstances involving the care of an elderly parent!

● Resourcing/Recruiting Specialist

Vodafone HQ | Jan 2013

Alexander Mann Solutions. www.alexandermannsolutions.com
www.vodafone.co.uk

Invited back to position I covered, previously, at Vodafone, for AMS. See Vodafone entry on CV, below Quintiles...

● Senior Talent Resource/Recruitment Coordinator

QUINTILES PHARMACEUTICALS | Sep 2012

www.quintiles.com

Worked, on contract, as an integral part of a small, proactive team, which deals primarily with candidate applications for Quintiles (Pharmaceutical Sales Reps., Call Centre Agents and Nurse Advisor roles) My role was to partner with clients and recruiting managers to provide medical sales professionals within agreed timescales and with specific requirements, involving posting job adverts, phone screening and face to face competency based interviews, advising on suitable candidates. Acting as a key support function for a team of field based Talent Resource Managers, my role included taking job briefs, phone sourcing, pre-screening/interviewing and face to face interviewing, dealing with offers, processing applications, following up on interview outcomes, diary management and undertaking candidate searches through internal and external job boards. Extensive use of internal Talent Pool, plus LinkedIn and related Pharmaceutical Job -boards, E-med careers and Pharma jobs.

- Assisted with the design, organisation and implementation of in-house and external Assessment Centre Days, across the UK, for Medical Sales Reps., Territory Managers and Call Centre agents, on behalf of Quintiles and partnered Pharmaceutical companies, e.g., Bayer, Astra Zeneca, J&J, Bayer and GSK. Attended industry networking events and University graduate fairs in London and Birmingham.
- Provided bespoke training to Hiring Managers on best practice and the need for adherence to delivery targets such as process excellence, time to hire and percentage of direct hires versus agency. Helped to improve strategic management of local and international hiring managers.
- Daily use of Taleo, ATS software for Recruitment Administration.
- Management of Recruitment Agencies.
- Completed two projects, review of Recruitment PSL and review of potential Profiling/Psychometric testing providers, for Head of Commercial Staffing, UK.
- Assisted Head of Commercial Staffing and Call Centre Manager with preparation for Weekly Team and Management meetings with Key Stakeholders, by providing information on current recruiting activities within the Commercial team and preparing corporate presentations.
- Filled required headcount quota, ahead of time to hire and under budget. Negated agency use.

● Resourcing/Recruiting Specialist, Contract

Vodafone HQ | Feb 2011

Alexander Mann Solutions. www.alexandermannsolutions.com
www.vodafone.co.uk

Interim, contract role at Vodafone UK, recruiting at executive level, account directors and regional sales managers, store advisors and customer care advisors for Vodafone's retail outlets and customer service contact centres.

- Regular sourcing techniques employed, in-house database search, direct, online advertising and social media including Job Boards and LinkedIn, plus pre-screening, telephone and face to face interviewing, competency based interviewing, psychometric testing, Thomas and SHL and on boarding of pertinent candidates. Concentration on volume recruiting of retail store managers, customer service advisors and sales personnel plus constant use of Peopleclick, Adapt and Taleo ATS software and related MS systems.
- Assisted with the design, organisation and implementation of Assessment Centre days, in several UK locations.
- Assisted several CRMs with administrative and confidential tasks plus regular reporting of metrics to Management, by Excel spreadsheet.

- Delivered consistent, positive results in a high pressure, volume business environment. Surpassed KPI's, in terms of number of "phone screens" and "interview to hire" ratios. Received recognition from senior management and other Vodafone staff for a quality performance, as well as commendation for team spirit and ability to multitask!

- **Estate Agent**

Hampton's International |

www.hamptons.co.uk

Sales Office Management.

- Telephone marketing to clients and vendors, assessing property values, taking instructions to sell properties on behalf of vendors, collating and producing house details and press adverts. Overseeing sales through to final completion.

- Responsible for motivation and supervision of a small, sales team.

- Surpassed sales targets whilst performing in a very competitive market place.

Ten year break from full time employment to stay "at home", bringing up two children. Part time work, mainly in Men's and Women's Fashion Retail, selling French and Italian luxury brands, eg Ermenegildo Zegna, d'Avenza and Lanvin. Also gained an NVQ 2 In Beauty Therapy in 2003.

- **Recruitment Consultant**

Select Appointments |

www.select.co.uk

Responsible for the profitable performance of a team of 250+ Office Administrative staff, "Contractors". Successfully tendered for PSL of the RAC, when the organisation moved its HQ from Croydon to Bristol.

- Skills required included Sourcing, utilising national Advertising programmes and on-line career sites, Headhunting from relevant competition, Pre-screening, Direct Interviewing, Matching and Referencing.

- Responsible for helping to develop and implement an in-house, comprehensive training and testing programme for candidates in products such as MS Word, Excel, Outlook etc.

- Awarded "Consultant of the Quarter" title, in 1990, in recognition of superior sales performance and improved office revenue.

- **Field Sales Representative**

ITT World Directories |

Responsible for the sales and promotion of display and lineage advertising space in British Telecom's "Yellow Pages". Covered nine geographical areas of the UK.

- Promotion within the team to a leadership role. Achieved company recognition as a high revenue earner.

Education & Training

1981

- **University of Birmingham**

Bachelor of Science in English Literature,

2003

- **Swindon College**

NVQ 2 Beauty Therapy.,