



Elena Louisa Efthymiou

Available for New Opportunities

📍 London, UK

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About

Creative and dedicated professional with extensive experience in fast-paced environments and proficient in managing administrative duties. In previous roles, I worked for a global luxury e-commerce company, a high-end high-street retailer, and a small-scale fashion e-commerce company. I consistently excelled in each challenging role, delivering impactful results using my industry knowledge to enhance the business' successes. Strong interest in fashion, music, and arts, staying updated with industry news. Seeking to progress in the creative field.

BRANDS WORKED WITH

Reiss

DUCIE

MATCHESFASHION

Experience



● Samples and Production Assistant

Reiss | Apr 2022 - Jul 2023

Managed sample logistics for the entire Reiss photo studio, coordinating with buying teams to ensure timely online availability. Curated daily shoot lists of 33-39 options for e-commerce photo shoots by collaborating with senior stylists to build brand-appropriate looks, and monitoring intake dates to maintain photo shoot efficiency. Tracked sample progress using Excel and communicated statistics to the e-commerce team. Supervised between 2-5 daily freelance staff, delegating tasks and ensuring adherence to studio processes, guaranteeing an efficient e-com studio. Assisted the Studio Manager with daily studio organisation and model bookings.



● Customer Service Executive

DUCIE | Oct 2021 - Jan 2022

Delivered high-quality customer service via phone, social media, and email, resolving product queries and order issues efficiently. Managed and minimised returns and exchanges independently through tactical customer service skills and in-depth company knowledge. Utilized Excel to edit orders and inventory, ensuring accurate stock levels in collaboration with the operations team. Ad hoc duties such as hosting model castings, updating the company website, assisting with photo shoots, creating mood boards, and producing Instagram content and curating the posting schedule of 4-6 grid posts weekly and 2-3 stories daily.



● Stock Co-Ordinator/Sales Associate for Sample Sale

MATCHESFASHION | Jul 2021 - Sep 2021

Prepared garments, sorted stock, and calculated price reductions before the sample sale began. Boosted in-person sales through effective customer communication. Led the designer bag section, displaying merchandise meticulously and providing expert product advice to customers whilst guiding my team. Invited back to lead the section for their September sample sale, enhancing my skills and development.



● Temporary Roles

Nike | May 2021 - Jul 2021

Freelanced various roles across London, including VM Assistant at Nike, and Customer Service Supervisor at events such as Gala Festival, Queen's Yard Summer Party and All Points East Festival, enhancing my skills in teamwork and collaboration, adaptability, and problem-solving. I also worked within the hospitality sector in Cheltenham as a waitress and bartender at Sandford Park Alehouse for two years alongside my role as a Supervisor at Greenway Catering.

Education & Training

- 2020 - 2021 ● **London College of Fashion, University of the Arts London**
Fashion Marketing,
- 2017 - 2019 ● **Balcarras School**
3 A-levels at a grade B, Business, Psychology, and Drama