



# Arthur Alexander

Sales representative

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## Languages

English

## About

A committed, versatile, and personable individual with a broad array of skills and experience. Highly motivated and aiming to secure a position within a company where previous experience and skills can be effectively applied. Aiming to work within luxury retail, with a view to a long-term career in this field.

### BRANDS WORKED WITH

- Google / Currys PC World
- hydrow
- John Lewis & Partners
- TSS Security
- WAVE

## Experience

### ● Brand Ambassador

Hydrow / John Lewis | Sep 2021 - Oct 2022

- Worked as a part-time brand ambassador within a luxury retail environment for a leading field marketing company;
- Duties included meeting and greeting new customers, providing them with thorough and informative demonstrations of a high performance, state of the art rowing machine, with a view to promoting the Hydrow brand and driving sales growth;
- Collected data from customers for marketing purposes, and completed transactions for in store purchases from customers;
- Demonstrated the ability to work independently, and as part of a small team of brand ambassadors and sales colleagues.



### ● Field Sales Representative

WAVE | May 2021 - Jun 2021

- Worked as a part-time flexible freelance field sales representative within retail for a field marketing company;
- Duties included visiting retail stores to check compliance for POS and merchandise for major food and household branded items;
- Also responsible for building POS marketing displays to promote particular branded products for specific field campaigns;
- All necessary product information was collected digitally and forwarded to retail clients.



### ● Retail Security Guard

TSS Security | Dec 2019 - Mar 2021

- Worked as a part-time retail security guard for food retailers, including Waitrose, Whole Foods and Boots;
- Provided great customer service to shoppers and deterring thefts in store;
- Worked both independently on own initiative and as part of a team in various sized high end retail stores.

### ● Brand Promoter

Google / Currys PC World | Nov 2018 - Jun 2019

- Promoted Google products (Chromebooks) to customers within a retail environment;
- Advised customers on product specifications and features of Google products;
- Helped the retail store in driving forward sales through effective application of customer service and sales skills;
- Trained sales representatives in the latest product model specifications and features of Google Chromebooks;
- Recorded key retail KPIs for the client based on customer profiles, number of demonstrations and sales generated per shift.

## Education & Training

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- 2021 - 2023 ● **University of Birmingham**  
PhD Computational Biology / Data Science,
- 2017 - 2019 ● **University College London**  
Master of Science,
- 2002 - 2005 ● **University of Nottingham**  
Bachelor of Biochemistry,