



# Aleksandr Gordeev

Graduate Business Analyst student with a keen interest in the fashion industry.

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## Languages

- English (Fluent)
- Russian (Native)

## About

I am a diligent retail associate with experience in product placement, POS transactions, and customer satisfaction. Passionate about fashion, I consistently achieve sales KPIs and aim to contribute positively to company objectives.

### BRANDS WORKED WITH

- TJX Europe Ltd
- DINEMIC LLC
- Demand, LLC

## Experience

- ASSOCIATE**  
 TJX Europe Ltd | Jul 2023 - Jan 2024
  - Product placement strategy enhancement with average daily sales of jewelery department increased by approx. 6%;
  - Established positive relationships with vendors and department managers to bring highly efficient collaboration through communication;
  - Implement efficient and accurate POS transactions, ensuring customer satisfaction. Key responsibilities: merchandising, operating the pos system accurately and efficiently during customer transactions.
- MARKET RESEARCH INTERN**  
 DINEMIC LLC | Oct 2022 - Dec 2022  
 SAINT-PETERSBURG, RUSSIA  
 MARKET RESEARCH INTERN, DINEMIC LLC
  - Conducted an environmental factor (external & internal) analysis to identify the market strategy for an emerging product;
  - Assessed the Customer Satisfaction Index (CSI) and built a well-performing pricing model using Excel;
  - Provided investment appraisals using the Net Present Value of two project options and CAPM project appraisals. Key responsibilities: marketing research & Go-to-market strategy for emerging Food Tech products.
- SALES MANAGER**  
 Demand, LLC | Jul 2021 - Dec 2022  
 SAINT-PETERSBURG, RUSSIA  
 SALES MANAGER, DEM LLC
  - Built up a customer base of over 30 large equipment distributors;
  - Successfully negotiated several contracts & acquired a client that contributes approx. 8% of the total income in the category;
  - Experienced in managing invoices and expense forms. Key responsibilities: customer relations & negotiations, approval of supply contracts, and supply & logistics planning.

## Education & Training

- 2023 - 2024 ● **University of West London**  
 Master of Science in Business Analytics,
- 2017 - 2021 ● **Saint-Petersburg**  
 BACHELOR'S DEGREE – ECONOMICS, FIRM ECONOMICS, AND,
- **SAINT-PETERSBURG STATE UNIVERSITY**  
 MANAGEMENT OF INNOVATIONS,,