



Soniya Limbu

Sales & Marketing Leader

London, UK

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Languages

Nepali (Native)

Hindi (Work Proficiency)

English (Fluent)

About

Accomplished professional with four years of diverse experience, currently part-time at YEF STUDIO and concurrently engaged in a part-time capacity at H&M. Demonstrated success in enhancing productivity, performance, and profitability throughout a dynamic career. Proven ability to adapt and take on additional roles and responsibilities as the career has evolved, requiring strategic planning and effective teamwork. Possessing an extensive knowledge base and adept at performing in high-pressure environments, I excel at multitasking across various departments, including warehouse operations. My track record reflects a commitment to continuous improvement, and I aim to contribute valuable insights and expertise to future professional endeavours.

BRANDS WORKED WITH



Experience

MARKETING LEAD

YEF STUDIO (PART-TIME) | Jul 2022 - Now

- Assisting in marketing materials such as seasonal campaigns, photo-shoots and films.
- Collaborating with influencers and stylists to boost in brand visibility and engagement on social media platforms.
- Working closely with the PR team to build relationships with buyers and enhancing online sales strategies.
- Handling social media outlets such as Instagram and Tiktok by producing content engaging with followers, monitoring activities, and researching trends.
- Consists of being a brand/sales representative during the pop-ups, where I connect with the customers to understand the brand further, resulting in making sales.
- Developed and implemented an inventory control system that improved stock accuracy



SALES ADVISOR

H&M | Jun 2023 - Oct 2023

- Facilitated customer interactions by assisting in product selection and providing detailed information regarding styles and sizes availability, ensuring a positive shopping experience.
- Proactively engaged with customers to promote the H&M membership program, highlighting the benefits of the 10% off scheme and emphasizing the advantages of becoming a member.
- Maintained the visual appeal and organisation of the store layout and displays, adhering to H&M's brand standards to create an inviting shopping environment.
- Collaborated with colleagues to optimise teamwork, contributing to a smooth shopping experience and efficient store operations.



SUPERVISOR

The Wooden Spoon Preserving Co. | Apr 2018 - Jun 2022

- Coordinate a technical team of 8-10 team members regarding daily production practices, ensuring efficient day-to-day operations across several departments.
- Achieved significant improvements in quality, productivity, cost-effectiveness, and delivery time-frames through strategic coordination and optimisation of team efforts.
- Lead stock control measures, guaranteeing a consistent and efficient flow of inventory. Ensured that stock levels were meticulously managed, packed, and ready for timely dispatch.
- Played a pivotal role in onboarding new team members by designing and implementing a comprehensive training program, enabling a week time frame.
- Conducted regular evaluations of employee performance, offering

constructive feedback to align individual contributions with overarching goals and objectives.

- Held the responsibility of secure key holder management, ensuring the safety and controlled access to premises during both opening and closing hours.

Education & Training

2016 - 2019 ● **Kingston University**

Bachelor of Arts,

2014 - 2016 ● **UCA**

art,

2009 - 2014 ● **The North School**

GCSE's A - C Including English, Math and Science,