



Dorcas Shoffy

Production Assistant

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Languages

English

About

With extensive experience in high-end retail, notably at Harrods, Funmi excels in luxury personal shopping and sales enhancement, leading to significant in-store sales increases. Skilled in customer service, Funmi adapts swiftly to diverse retail environments, aiming to surpass team goals with expertise in clientele advising and transaction management.

BRANDS WORKED WITH

- City of London
- MODELS Whitechapel Studios
- Harrods
- DICE
- Matalan
- CAPITAL SOUTH
- The May Fair Hotel -Edwardian Hotels

Experience



● Project Assistant

City of London | Sep 2021 - Nov 2021

Duties and Key Responsibilities:

Exceptional Project Manager leading project plans and organizing tasks, people, and resources to increase completion deadline project on time and within the specified budget. Duties include creating a project plan and managing the staff and resources for the project finalized within the expenditure.

- Communicating and reporting to senior management and the client to ensure they are meeting their goals.
- Drawing up plans for the different stages of the project.
- Negotiate with suppliers and contractors.
- Using specialized software to cost, plan and analyze the project's risks.

● Studio Assistant

MODELS Whitechapel Studios | Mar 2021 - May 2021

Work at an artist-run, label studio, supporting 5 staff with studio maintenance and basic business administration. Key responsibilities:

- Prepare and distribute deliveries for use by models.
- Restock and organize the stock room with materials following deliveries of props, tools and other equipment and complete regular stock checks and creating new orders.
- Pack and unpack the digital booking system, checking the schedule for imperfections that can cause overlapping schedules for the models.
- Assist models in the studio booking, Adhoc.

● Sales Associate

Harrods | Jan 2021 - Apr 2023

Head Office, Harrods Analyse and interpret national and local data, alongside using research and Harrods Website inspection, to update policies, practices, expectations, targets, and luxury personal shopping methods. Set clear targets for customer inquiries the expected targets achieved and the quality of response with a natural tone the same for each customer. Within Harrods department, I was able to: Devised and implemented a positive attitude and effective sales progression, leading to consistently achieving the established sales and new customers to purchase twice as much merchandise, resulting in a 50% increase in the department's sales. Formulated and executed compelling seasonal promotions, resulting in over 40% increase in-store sales for five consecutive months in the year 2020-2021. Expert customer and retail intern offering experience in retail customer service and digital transaction sales. focused on exceeding team goals and increasing morale in a new and challenging environment Key responsibilities:

- Prepared and delivered customer loyalty cards across a range of brands with Customer service on the second floor.
- Ensured luxury personal shopping remained in line with the Harrods standard whilst tailored to the shop floor, newly refurbished departments, and offices.
- Work collaboratively with a team of 8 other sales associates to decide strategic sales solutions to achieve and exceed the department's monthly

sales goods.

- Proficient in cash management on transactional services.
- Conceptualized and enforced a customer loyalty program that prompted both existing and new consumers to purchase twice as much, resulting in an increase in the department's sales.
- On-site Harrods Superbrands locations included Harrods Superbrands:
 - Issey Miyake Ladieswear Loewe RTW Louis Vuitton Menswear
 - Prada Menswear
 - Ermenegildo Zegna Chanel RTW Dior Menswear
 - Balenciaga Menswear
 - Amiri Fashion Lab.



● Assistant Production Manager

DICE | Oct 2018 - Oct 2018



● Sales Assistant

Matalan | Feb 2017 - Dec 2018

Working for a retail department store and fashion retail outlet, reporting to the store Manager. Responsible for advising customers and processing sales across all products and services.

- Great news and existing customers, tailoring services and selecting appropriate products to meet their needs and expectations. Key Achievements/Projects:
 - Achieved up to 110% of target and held the record for highest festive seasonal sale month in the store's 10-year history,
 - Designed the spring 2017 in-store display which led to store acknowledgement Fashion & Home Co store in the UK.

● Camera Assistant

CAPITAL SOUTH | Jun 2014 - Jul 2014

Freelance interview production crew member with both on-set and office experience. Extensive experience using Adobe Premiere Pro and Lightwork, camera, and equipment, as well as an in-depth understanding of Adobe Creative Suite.

● Events Assistant

The May Fair Hotel -Edwardian Hotels |

Education & Training

2017 - 2020

● University of Leicester

Media Studies and Communications,,

2020

● University of Leicester

Bachelor of Arts,

2021 - 2021

● Alison

Fashion Design,,