

# Ester Diedhiou

Sales Assistant

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## Languages

French (Fluent)

Spanish (Fluent)

English (Fluent)

Italian (Native)

## About

I bring extensive retail experience with Luisa Spagnoli and Intimissimi, excelling in customer service, visual merchandising, and sales strategies. I deliver personalised experiences, maintain high standards, and adapt seamlessly to various retail environments. Fluent in French, Spanish, English, and Italian.

### BRANDS WORKED WITH

TAO Group

Clermont Group- Front of House Management & Office Services

Luisa Spagnoli

Intimissimi

Novikov Restaurant & Bar

French Connection

de

## Experience



### LAVO Front House Host

TAO Group | Aug 2023 - Nov 2023

Permanent

Duties included:

- Greeted and welcomed restaurant guests with a warm and friendly demeanor, setting a positive tone for their dining experience.
- Effectively managed reservations through phone and online platforms, ensuring accurate booking and confirmation procedures.
- Expertly coordinated seating arrangements, considering guest preferences and special requests, to optimize table turnover and guest satisfaction.
- Responded to customer inquiries with professionalism, providing detailed information about the restaurant, menu offerings, and promotions.
- Maintained a clean, organized, and well-stocked reception area, contributing to a visually appealing and welcoming atmosphere.
- Addressed guest complaints and concerns promptly and professionally, escalating issues to management when necessary for swift resolution.
- Handled cash transactions, including accepting payments for reservations and merchandise, while maintaining meticulous financial records.
- Gathered and documented guest feedback to support continuous improvement efforts and enhance overall guest satisfaction.

### Front House Receptionist/Secretary

Clermont Group- Front of House Management & Office Services | Jul 2023 - Now

Contract

Provide Front House Receptionist/Secretary services for

- Convex Insurance, (<https://convexin.com>)
- Phoenix House, (<https://www.knowlemore.com/locations/phoenix-hous>)
- Tata Communications, (<https://www.tatacommunications.com/>)
- Red Bull, (<https://www.redbull.com/gb-en>)
- 55 Baker Street, (<https://www.makearchitects.com/projects/55-baker-street/>)
- Syneos Health, (<https://www.syneoshealth.com>)
- Victoria House, (<https://labs.com/location/victoria-house>)

Duties included:

- Managed the front desk, serving as the first point of contact for visitors, clients, and staff.
- Greeted and assisted guests in a friendly and professional manner, ensuring a positive impression.
- Handled incoming phone calls, directed calls to appropriate personnel, and took detailed messages when necessary.
- Scheduled appointments, meetings, and conferences, coordinating with team members to manage the calendar efficiently.

- Maintained and organized office files, records, and documents, ensuring easy retrieval and confidentiality.
- Managed office supplies, restocking as needed, and placing orders to maintain inventory.
- Assisted in preparing and editing reports, presentations, and correspondence using Microsoft Office and other software.
- Supported the management team by performing administrative tasks, such as data entry, email correspondence, and appointment reminders.
- Demonstrated excellent communication, organization, and multitasking skills in a fast-paced office environment.

Key Achievements:

- Received positive feedback from clients and colleagues for providing exceptional customer service.
- Consistently maintained a neat and organized reception area, creating a welcoming environment for visitors.



### ● Experienced Fashion Advisor

Luisa Spagnoli | Mar 2022 - Dec 2022

Duties included:

- Daily manage of the shop EPOS system including opening and closing.
- Welcoming and greeting around 100 customers every day. Educate the guest about the brand's history and value.
- Maintaining high visual standard in a flagship boutique according to the company requirements.
- Analyse the weekly and monthly KPI'S and working towards them.
- Planning & preparing the daily board to analyse the weekly progress of the boutique.
- Assisting VIP guests in the fitting rooms creating personalised looks for them.
- Assisting with the deliveries and stock management.
- Booking and assist the tailor in the boutique, liaise with Luisa Spagnoli's tailor to provide personalised services for the VIP guests.



### ● Sales Assistant

Intimissimi | Nov 2019 - Mar 2020

Duties included:

- Ensuring shop floor is kept in immaculate condition and displays were maintained to the highest level.
- Welcoming staff and providing confident and knowledge on fittings and bra measurements.
- Actively greeting customers and maintaining strong rapport with customers.
- Seek opportunities to outsell and cross-sell, promoting add-ons to increase UPT.



### ● Receptionist

Novikov Restaurant & Bar | Aug 2019 - Nov 2019

Duties included:

- Receiving customers at front desk by greeting, welcoming, and directing them promptly.
- Answering incoming phone calls and helping customer queries.
- Prepare briefing for staff members.
- Supporting preparation of tables and taking payments as well as looking after dietary requirements.



### ● Sales Assistant

French Connection | Feb 2019 - Aug 2019

Duties included:

- Provide highest level of customer service, working to build and maintain repeat clientele, proven through consistent record as top salesperson.
- Ensuring stock levels are well maintained.
- Demonstrate an in-depth knowledge of merchandise and fashion trends.
- Keep sales floor and merchandise neat, organized and fully stocked by liaising with stock team.

- **Sales Assistant**

de | Jan 2016 - Jan 2017

Duties included:

- Provide exceptional customer service by greeting, listening, and assisting customers in exceeding their needs.
- Demonstrate excellent knowledge of current collections.
- High flexibility and ability to adapt to different customers.
- Follow all procedures for stock control and maintain all health and safety measures.

## **Education & Training**

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2022 - 2025 ● **University of Bath**

Bachelor of Arts,

2011 - 2016 ● **Liceo Artistico**

Figurative Arts, Architecture and Environment, Design, Graphics, Audio-visual and Multimedia.,