



Chekade Cianne Bright-StOmer

Jewellery and Luxury Sales Professional

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Languages

English

About

A seasoned retail professional with expertise in luxury and high-end markets. Proven track record in sales, customer engagement, product knowledge, and visual merchandising across jewellery, beauty, and accessories sectors. Adaptable team player excelling in fast-paced environments, delivering personalised service and exceeding sales targets. Proficient in CAD software and Microsoft Suite.

BRANDS WORKED WITH

- Case Luggage
- Chisholm Hunter
- Liberty London
- Monica Vinader
- SEPHORA
- The Jewellery Channel

Experience



● Luxury Sales Professional

Chisholm Hunter | Oct 2023 - Now

Creating Lasting Impressions: Welcome clients with warmth, professionalism, and a genuine passion for jewellery. Create a welcoming and luxurious atmosphere that reflects the essence of our brand.

Product Expertise: Develop an in-depth knowledge of our jewellery collections, including gemstones, metals, and craftsmanship techniques. Educate clients on the unique characteristics of each piece, helping them make informed purchase decisions.

Personalised Service: Build strong relationships with clients, understanding their preferences, and providing personalised recommendations. Assist in selecting the perfect piece for special occasions, ensuring a memorable experience for every client.

Sales Excellence: Meet and exceed sales targets while maintaining a consultative selling approach. Utilise your expertise to upsell and cross-sell complementary products, enhancing the overall shopping experience.

Visual Merchandising: Collaborate with the team to create stunning displays that captivate clients and highlight our jewellery collections. Ensure the store is consistently immaculate and visually appealing.



● Beauty Advisor

SEPHORA | Jan 2023 - Jun 2023

I was headhunted for this position via a recruitment company. I had the pleasure of being part of the lead up to the grand opening of the first store within the UK Attracting and acquiring new clients, driving sales through client engagement, offering consultations and application services, prompting product launches and achieving metric goals. Strengthens Product knowledge consistently around skincare, product application techniques with ongoing masterclasses, product training and new launch in-house workshops Part of a team that drove July 2023 month end results in the top 11 worldwide within the first 6 months and a performance of 300% better than expected within the first eight weeks .



● Jewellery Consultant

Monica Vinader | Jan 2021 - Jan 2022

• An ambassador for the brand by demonstrates and deliver exceptional product knowledge and passion. Deliver confident knowledge in Semi-Precious Stones and Metals Actively practice and maintain brand values by complying with company policies, procedures and guidelines. Styling clients in store or via Skype/Zoom. Handling complaint and repair issues Clienteling sending out look books and following up with clients

● Personal Shopper

The Jewellery Channel | Jan 2019 - Jan 2020

Generate sales from customers by providing a personalised shopping experience GIA Trained Respond to inbound calls from customers with specific enquiries for core stock, bespoke design or loose stone purchase. Undertake outbound calls to customers to offer specific items of stock selected, based on the historic customer purchasing profile. Maintain accurate customer records on the Customer Care database in line with GDPR

SKILLS

CAD software (Rhino/Matrix) Currency Handling/Transaction Systems Adobe Creative Cloud 3D Printing Microsoft Suite (Excel,Powerpoint,Word) Work Under pressure Time management Adaptability Problem-Solving Leadership Team Player Emotional Intelligence Loss Prevention Merchandising and Stock Take



● **Perfumery/Beauty Sales Associate**

Liberty London | Jan 2018 - Jan 2019

I began working in Liberty London through an agency as a temp. I was eventually promoted to a permanent position. Provided exceptional customer service experience by welcoming, listening and assisting customers/clients whilst exceeding their needs, demonstrating excellent knowledge of products and overall being an ambassador for all brands. Working amongst a range of luxury beauty and skincare brands: Biologique Recherche, Aromatherapy, Dermalogica, Kiehl's, Le Labo etc Achievement of individual and store targets in line with allocated KPI objectives. Built and strengthened rapport with customers, dealing with various nationalities, personalities as well as currencies. Contribute to managing visual merchandise in accordance with company's branding standards. Ensure functional maintenance and appropriate level of products on the sales floor.

Education & Training

2022 - 2023

● **The British Academy of Jewellery**

Level 3/4 , Jewellery Design and Manufacturing

2014 - 2016

● **London College of Beauty Therapy**

Level 3 Hair and Media,