

Ross Lake

Sales Assistant

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Languages

English

About

With a rich background in both luxury and mainstream retail, I excel in customer engagement, sales, and visual merchandising. Proficient across diverse settings, I deliver personalised service, enhancing the shopping experience. Fluent in English, my adaptability and commitment to excellence set me apart in dynamic environments.

BRANDS WORKED WITH

Nike

Nike Battersea Store

NIKETOWN LONDON

OFFICE Shoes

Paul&Shark

Experience



● sales assistant

Paul&Shark | Sep 2023 - Mar 2024

- Spearhead customer engagement and sales initiatives in a luxury fashion retail setting.
- Assume a pivotal role as a key holder, entrusted with the responsibility of opening Demonstrate proficiency in cash handling, including cashing up, reconciling daily transactions, and ensuring accurate end-of-day financial reports. And closing the store.
- Successfully manage store opening and closing procedures, ensuring the security and integrity of the premises.
- Oversee the end-of-day email communications, supplying comprehensive updates on daily operations to higher management.
- Deliver unparalleled service to high-end clientele, ensuring a seamless and personalised shopping experience.
- Highlight in-depth knowledge of Paul and Shark products, supplying expert advice to customers and contributing to increased sales.
- Collaborate with team members to achieve and exceed sales targets, fostering a positive and collaborative work environment.
- Use effective communication and people skills to build lasting relationships with clients, enhancing brand loyalty.
- Stay updated on fashion trends and product knowledge to deliver informed recommendations to customers.
- Contribute to stock management, including inventory control, replenishment, and periodic audits.

This experience has not only enriched my understanding of the luxury fashion retail landscape for the last 6 months but has also honed my sales, customer service, and teamwork skills in a dynamic and upscale environment. Also being challenged in a new way to adapt my service to refine and elevate my service even further

● Sales Assistant

Nike Battersea Store | Sep 2022 - Sep 2023

- Actively participated in the Ready Set Go On boarding program, ensuring a solid foundation of knowledge and skills.
- Demonstrated adaptability and commitment to learning in transitioning from a flagship store to smaller doors.
- Upheld visual merchandising standards and supported the VM team with tasks such as steaming, folding, and maintaining displays.
- Contributed to floor moves and fixtures, ensuring strategic product placement for increased revenue.
- Actively participated in a 6-month management development program, enhancing leadership skills, team management abilities, and strategic thinking capabilities, contributing to personal and professional growth.
- Achieved 90 percent in product training through the use of nikes training software
- Prioritised compliance and contributed to loss prevention efforts, ensuring a secure shopping environment.
- Led training sessions for new staff members, emphasising product knowledge and customer service techniques.
- Effectively communicated feedback to team members, fostering a cul-

ture of continuous improvement.

- Assisted in hosting events such as sneaker launches and activations, serving as a host for community based events
- Conducted team briefings in the form of morning huddles to inspire team spirit, reinforce company history and heritage, boost morale, and foster a collaborative environment focused on achieving peak performance and delivering exceptional customer service.

● Sales Assistant

NIKETOWN LONDON | Sep 2019 - Sep 2022

- Demonstrated strong leadership skills by leading by example and assisting peers with tasks.
- Provided exceptional customer service on the second floor, building relationships with customers, and delivering a personal experience.
- Selected as an Elevated Athlete at NikeTown London, recognised for exceptional performance and dedication, which led to additional responsibilities and opportunities to work closely with management.
- Helped manage the busiest floor in NikeTown organising floor plans and making sure they were followed for strong day to day operations.
- Managed the Nike by You machines and lead the team, printing customised t-shirts, and offering elevated personal service.
- Led a team and managed the cube space (campaign space), highlighting effective communication and leadership skills.
- Assisted in hosting events such as sneaker launches and activations for campaigns, serving high-profile VIPs like members of FIFA and Womans England football team in a professional manner.

● Sales Assistant

Office shoes | Oct 2017 - Sep 2019

- Achieved individual and team targets while maintaining accurate stock records.
- Utilised company procedures to process deliveries and maintain the stockroom.
- Developed product knowledge and communicated replenishment issues with the manager.
- Ensured a clean and orderly stockroom, handling stock as directed.
- Actively supported and communicated with colleagues, customers, and management.

● Stockroom Assistant

Office shoes | Oct 2016 - Oct 2017

- Successfully managed stockroom paperwork and maintained organized records.
- Helped with stock handling, ensuring accurate stock maintenance.
- Reported any discrepancies or irregularities with deliveries.
- Developed knowledge of products, new lines, and best sellers.
- Maintained cleanliness and tidiness of the stockroom.

● Builder's Labourer

| Jan 2015 - Jan 2016

- Assisted with various tasks, including moving tools, equipment, and heavy loads.
- Participated in house stripping and restructuring for extensions.
- Measured and cut timber, MDF, plasterboard, etc.
- Installed units for bathroom and kitchen restoration.
- Gained experience with power tools, everyday tools, and proper use of personal protective equipment (PPE).

Education & Training

2012

● City of Westminster College

Level 2 in Door Supervision,,

2007 - 2009

● Kingston College

National diploma in Art and Design,,

2002 - 2007

● **Rutlish High School**

GCSE Grade C in Art, Maths, English, Science,,