



# Ornob Mohamad

Selfridges

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## Languages

English

## About

With a proven track record in luxury retail, I excel at understanding customer needs and providing exceptional service. My experience at Selfridges has honed my skills in visual merchandising and personalised shopping experiences, making me adaptable to various retail environments.

### BRANDS WORKED WITH

- Best Luxury Cars
- Selfridges Retail
- Sushi And Bento House

## Experience



### ● Car sales executive

Best Luxury Cars | Jun 2021 - Now

As a car sales executive, my role is diverse and engaging. I am the face of our dealership, embodying professionalism, product expertise, and exceptional customer service. My primary focus is on connecting with customers, understanding their needs, and matching them with the perfect vehicle from our inventory.

I serve as a trusted advisor, offering expert guidance on features, options, and financing solutions. Building strong relationships and earning trust are paramount as I guide customers through test drives, negotiations, and finalizing the purchase process.

In addition to individual sales, I contribute to the overall success of the dealership by achieving sales targets, fostering long-term customer relationships, and staying abreast of industry trends and product knowledge.

Effective communication, attention to detail, and a genuine passion for automobiles are essential in my role. By delivering an outstanding customer experience, I play a pivotal part in driving the success and reputation of our dealership.

### ● Christmas Sales Associate for

Selfridges Retail | Sep 2023 - Dec 2023

- During my tenure as a Retail Assistant at Selfridges, I developed a strong foundation in providing exceptional customer service and maintaining a high standard of visual merchandising. Engaging with a diverse clientele, I honed my interpersonal skills and cultivated a deep understanding of customer needs. I consistently exceeded sales targets by leveraging my product knowledge and ensuring a personalised shopping experience. Additionally, I actively contributed to the efficient operation of the store by handling transactions, managing inventory, and participating in the organisation of promotional events. My time at Selfridges not only enhanced my ability to thrive in a fast paced retail environment but also instilled a commitment to upholding the brand's reputation for excellence.

### ● Shift Manager

Sushi And Bento House | Aug 2020 - Aug 2023

- Manage and lead a team of 10 employees in a busy sushi restaurant, implementing protocols to improve efficiency and overall performance
- Develop and manage inventory controls, ordering, and food costing
- Create and implement effective marketing plans to provide a more excellent advertisement of the business
- Communicate regularly with the staff and stakeholders to create a positive work environment and value-driven culture
- Foster relationships with customers to enhance the customer experience and increase customer loyalty
- Optimised profits by controlling food, beverage and labour costs daily
- Balanced registers nightly, recorded any discrepancies for management and completed nightly bank deposits.

## ● Opticians Assistant

Elite Vision Opticians | May 2016 - Aug 2018

- Assisted with vision tests, including measuring pupillary distances, performing visual acuity tests, and screening for eye diseases.
- Helped clients choose frames and lenses that fit their individual needs and preferences.
- Advised clients on lens and frame options, including coatings and enhancements that improve vision.
- Maintained accurate patient records, ensuring that all information was up-to-date and accessible to other members of the team.
- Communicated with ophthalmologists, optometrists, and other health-care professionals to coordinate patient care and treatment plans.
- Organized and maintained the dispensary, ensuring that frames and lenses were properly stocked and maintained.
- Assisted with repairs and adjustments to frames and lenses, ensuring that clients received the highest quality care and service.
- Managed administrative tasks, including scheduling appointments and organizing patient files.
- Educated clients on proper contact lens care and helped fit them for lenses.
- Participated in continuing education and training opportunities to develop knowledge and skills in the field.

## Education & Training

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2019 - 2024 ● **University of West London**

Bachelor of Science,

2017 - 2019 ● **Chadwell Heath Academy**

A-Levels Applied Science,

2017 - 2019 ● **Chadwell Heath Academy**

A-Levels Digital Media,