



# Elena Bashorun

Sales and Marketing

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## Links

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## Languages

English (Fluent)

Bulgarian (Basic)

## About

With extensive experience in retail management and customer service, I successfully led in a popular online shops, first store. I'm skilled in team leadership, problem-solving, and adapting to dynamic environments, always aiming to deliver exceptional shopping experiences.

### BRANDS WORKED WITH

Energizer Holdings

John Lewis

BLAKELY LONDON

## Experience

### ● STORE MANAGER

BLAKELY LONDON | Oct 2022 - Aug 2023

In this role, I managed the first London store for a well-known online brand, which was already generating significant buzz and excitement. It was thrilling to contribute to this dynamic atmosphere. I was responsible for managing the team, while balancing shop standards with sales objectives. The fast-paced, ever-evolving environment presented continual challenges, pushing me to adapt and excel in team management while driving store performance.



### ● SALES AND MARKETING INTERN

Energizer Holdings | Sep 2023 - Aug 2024

During my internship, I gained advanced proficiency in Microsoft Office, including Excel, Word, PowerPoint, and Outlook. I developed and delivered presentations for business meetings, represented the company in customer meetings, and collaborated with global internal departments and external companies, enhancing my communication and interpersonal skills. I successfully coordinated and planned charity events and key annual gatherings, demonstrating adaptability and effective problem-solving. My role involved content creation, where I designed materials for company launches and culture updates. Additionally, I conducted data analysis to deliver actionable insights and managed my time effectively to handle high workloads and tight deadlines. My internship also provided experience in account management, contributing to strategy development and performance improvements.



### ● SELLING PARTNER

John Lewis | Jan 2019 - Jan 2022

This role as a sale assistant significantly broadened my horizons. I was introduced to new levels of ownership as the company prides itself on making each of their employees a partner in their own right. This environment allowed for me to take on responsibilities and roles that furthered my appreciation for the trade. Additionally, I developed the ability to build relationships with various customer demographics and transferable skills including problem solving in a calm, professional and efficient way that altogether proved both beneficial for the customer and the company.

#### WITHERS WORLDWIDE LLP - LAW FIRM WORK EXPERIENCE

This placement provided me with the opportunity to shadow a Family Lawyer and gain hands-on experience with real-life cases. While handling my own tasks, I developed new research skills by utilising various databases and enhanced my debating abilities through participation in meetings and presentations.

2019

## Education & Training

2021 - 2024

### ● University of Birmingham

Law with Criminology,

2019 - 2019 ● **The Open University**

Online Course, Forensic Psychology

2013 - 2018 ● **Tolworth Girls' School and Sixth Form**

GCSE'S- A LEVEL,