



Sophie Cormack

Studio Director/Customer Care Manager

Greater London, UK

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Languages

English (Native)

About

Experienced luxury curation & content manager with a demonstrated history of working in Ecommerce. Highly skilled in customer care, team management, luxury authentication, consignment, VIP/HNI account management, project management, sales, food & beverage and hospitality management.

BRANDS WORKED WITH

Hardlyeverwornit.com

YO! Sushi

Experience

● Studio Director

Hardlyeverwornit.com | Apr 2016 - May 2024

- Directed and cultivated the HEWI studio, leading a team of 8 in VIP/HNI Account Management, Customer Care, Curation, luxury authentication, Photography, Inventory and content upload.
- Before promotion to Studio Director, handled all customer service inquiries via different channels including; Jira, Zendesk, live chat, email, phone & internal messaging.
- Managed full curation of the website and lead luxury authenticator.
- Boosted website merchandising using Search Engine optimisation (SEO) and crafted daily & weekly email edits (through Klaviyo) for enhanced sales success; analysed buyers & sellers on the platform to set conversion & retention targets. Implemented Agile CRM for efficient customer communication & retention.
- Successful launch and management of WhatsApp sales channel.
- Worked closely with many B2B partners, managing accounts and providing regular sales updates with a very high retention rate.
- Key team leader in HEWI's collaboration and launch with Amazon Luxury stores.
- Managed customer care team and any complaint escalations through to resolution.



● Sous Chef

YO! Sushi | Nov 2009 - Jul 2014

- Worked closely with Head Chef and GM to create weekly team rota's, daily and weekly food orders, stock takes and training.
- Running team shifts.
- Weekly cash-ups and reporting to head office
- Re-opened one of Yo! Sushi's largest restaurants after an extensive refurbishment.
- Opened and recruited a new team at Yo! Gatwick Airport
- FOH Shift management
- Extensive food safety and team lead training.
- Authorised signatory and fire marshal.