



Yannis-Arthur Koba

Luxury Sales consultant

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Languages

Mandarin (Basic)

French (Native)

English (Fluent)

Spanish (Basic)

About

With a proven track record in luxury retail, live-music and e-commerce, I aim to enhance customer experiences through great product knowledge and multilingual communication. Having worked at Harrods and MatchesFashion.com, I am proficient at driving sales and catering to an international clientele. Fluent in English and French, my skills allows the executions of daily operations and achieving great sales metrics in high-end luxury environments.

BRANDS WORKED WITH

AËSOP Harrods

British Fashion Council - Home

MatchesFashion.com

Natasha Zinko

POSTER HAUSS • Live Music Venue

Rainbowwave

ZILVER.COM

Experience

● Luxury Sales Consultant

AËSOP Harrods | Oct 2023 - Feb 2024

- Beauty & Fragrance Knowledge & Communication: Provided top customer service engaging with clients using Harrods value & Aesop sales framework. Increased skincare, body care & fragrance knowledge to understand client's need & assist them in the best way. Generated highest fragrance sales & ATV of my team during peak trade. KPIs above store level during 1st quarter
- Writing & Language Skills: Built client relations by warmly greeting clients in multiple languages resulted in returning customer and positive NPS comments for our Harrods counter. Produced daily EOD reports highlighting commercial success, SC & fragrance units
- Problem-solving & Adaptability: Provided tailored service to local and international clients & private shoppers as well as organising special delivery service (collections, car or hotel delivery) Teamwork: Helped my team reach daily targets during festive period by supporting newer staff
- Attention to Detail: Open & Closed till following Harrods procedures. Maintained stockroom and counter tidy & clean. Daily replenishment

● Music Venue Supervisor

POSTER HAUSS • Live Music Venue | Sep 2021 - Nov 2022

- Attention to detail: Overlooked till & bar operations making sure reservations, orders & beverages were optimal resulting in increased customer satisfaction.
- Organisation & Adaptability: Supervised set-up for our weekly live music & comedy show as well as private events - album launch, companies party and birthday)
- Teamwork & Communication: Delivered basic training to new employees in food & beverages and and guest service to increase team performance
- Communication: Welcomed artists by escorting them to relevant area while showing interests to their craft after researching about them
- Proactive & Detail-oriented: Implemented end-of-day report to highlight restaurant sales and discuss issues as well as potential selling opportunities

CREATIVE EXPERIENCE

● Sales & Fashion Marketing Assistant

ZILVER.COM | Jul 2020 - Sep 2020

- Product processing: Processed online sales and delivery and uploaded new items on FARFETCH in-house software (STORM), Shopify and the company's website.
- Performance monitoring: Created worldwide weekly sales report on Excel to analyse the performance of brand's social media campaign
- Creativity: Assisted the creative director with production of a wholesale presentation of new season for main suppliers (Farfetch, Browns, H

Lorenzo, Machine-A, Alter Fate & Galleries Lafayette) on Photoshop

- Sample trafficking: Co-ordinated the trafficking daily by locating sample across inventories (Farfetch & Shopify) and updating information to Excel general inventory ensuring accuracy against physical availability When sale is generated or item requested for events
- Communication: Responded to queries related to item availability, care, exchange & return resulting in higher customer satisfaction and loyalty.
- Communication & Co-ordination: Used strong communication to respond to press request and organised sample return & deliveries for events and photoshoot.
- Creative-thinking: Assisted the marketing team by giving insights on creative direction regarding brand logo and posts resulting in higher engagement and traffic on social media channels

● **Luxury Sales Consultant**

MatchesFashion.com | Nov 2017 - Aug 2018

- Fashion knowledge & Communication: Provided exclusive customer service in store by greeting VIP clients in the most hospitable way. Used great fashion knowledge to meet their need and generated monthly sales of up to £10,000.
- Writing & Language Skills: Established client relations through tailored email marketing in multiple languages resulting in an increase of online sales and customer engagement.
- Organisation Skills: Maintained stock-room tidy & clean daily by ensuring clothes were protected with garment cover. Reported issues to quality control and maintained optimal stock by ordering from warehouses and using customer demand for replenishment.
- Visual Merchandising: Supported VM manager by maintaining good presentation of clothes and jewellery on shop floor

Education & Training

2020

● **Cass Business School, City University**

Bachelor of Science,

2015

● **Institution Saint Dominique**

French Baccalauréat Général,