



# Perez Ebot

Retail manager, Account manager, New Business Dev.

Reading, UK

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## Links

[Instagram](#)

## Languages

English (Fluent)

French (Basic)

## About

Dynamic and results-driven professional offering extensive experience in managing end-to-end business operations, including retail, sales, procurement, and possess strong acumen of customer success. Proficient in defining and implementing KPIs to optimise revenue, increase sales, and improve client retention. Instrumental in determining customer needs, responding to customer queries, and co-ordinating with internal departments to optimize customer services and brand awareness. Well-versed in liaising with senior leadership and stakeholders to define and implement business success strategies for achieving organisational objectives. Adept at planning and initiating promotional campaigns and events to improve product awareness and generate revenue. Highly skilled in identifying and promptly resolving customer issues for improving client satisfaction. Excel at evaluating and maintaining inventory levels, streamlining supply chain processes, and creating related reports. Articulate communicator possessing excellent problem-solving, analytical, and decision-making skills with keen attention to detail.

### BRANDS WORKED WITH

Cignpost Diagnostics, Remote

Harding Retail, Viking Cruises

Salinger'S Bespoke

## Experience

### Account manager

Cignpost Diagnostics, Remote | Jan 2021 - Jan 2022

Identified and promptly resolve customer complaints and queries to enhance satisfaction levels. Managed all swabbing slots and incorporated necessary changes to customer data. Administered all clients' orders received through phone calls, live chat, email, and instant messages. Oversaw various customer inquiries regarding rebooking, refund requests, and cancellations while leveraging several platforms, including Salesforce, Zendesk, and Microsoft Teams. Updated and effectively maintained all customer service records along with all new product launches and system updates. Engaged with customers for all bookings, possible delays, and changes in processes.

- Ensured safety, privacy, and security of all financial information and customer details.
- Provided exceptional customer support by acquiring knowledge of leveraging technology and database systems.

### Retail Manager

Harding Retail, Viking Cruises | Jan 2019 - Jan 2020

Administered cross-functional team of five members to implement company standards for achieving organisational objectives. Liaised with General Manager, Financial Officer, and Area Manager to streamline routine operations. Ensured prodigious customer experience and maximum profitability while managing functions of sales data, asset protection, operations, HR, and payroll in several boutiques. Coordinated with global client base and provided platform for open exchange of innovative ideas to improve overall business operations. Supported in hiring, training, and on-boarding personnel to assure delivery of exceptional experience for all potential customers. Contributed to all cyclic senior leadership meetings within department to identify areas for improvement.

- Tracked physical stock inventory levels and evaluated placing orders and product deliveries.
- Gained strong understanding of leveraging retail management software such as CRM, and POS.
- Initiated routine staff reviews and substituted staff under performance-based metrics.
- Determined and resolved customer issues resulted in 20% improved customer satisfaction from 85% of standpoint.
- Increased 30% sales and reduced 40% of stock losses in beauty and cosmetic department by utilising robust sales techniques.

- **Store Manager/Assistant Buyer**

Salinger'S Bespoke | Jan 2016 - Jan 2018

Developed knowledge of target markets and implementing strategies to attract new and existing clients for growing overall business. Provided exceptional training to cross-functional teams for achieving store targets and enhancing overall team efficacy. Engaged with vendors and distribution systems to ensure prompt delivery of merchandise while serving as assistant buyer. Cultivated strong relationships with merchants to understand and fulfill customer needs by providing all required goods and materials. Defined sales training objectives as well as creating all related reports. Performed various routine tasks ranging from opening boutique, money handling, and running bank errands to all reconciliation tasks. Oversaw all supply chain matters and ensure arrival of merchandise as per company's expectations.

- Enhanced end-to-end product supplies by determining and adopting growth opportunities.
- Nurtured and fortified relationships with existing clients and determined all prospective clients.
- Gained strong understanding of utilising Microsoft Office Suite to perform day-to-day office tasks.
- Planned and organised various promotional events to increase product awareness and generate sales.

## **Education & Training**

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2021 - 2022 ● **IFM**

Fashion and Business management , Business & Fashion (Continue...)

2017 - 2018 ● **Shaw Academy**

Advance Diploma, in Business Leadership and Management , Higher Diploma in Leadership & Business Management.