



# Momin Rubbani

Sales advisor

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## Languages

- Urdu (Basic)
- English (Native)

## About

Experienced Sales Assistant with a strong background in high-value sales and customer service at Selfridges, Ted Baker, and Swatch. Skilled in stock management, rapport building, and maintaining shop floor standards in fast-paced environments. Adaptable and resilient in diverse retail settings.

### BRANDS WORKED WITH



## Experience



### ● sales assistant

Swatch | Jan 2024 - Jul 2024

During my time at SWATCH, I was stationed at the concession in Harvey Nichols, where I regularly interacted with high-value clients. My role involved multitasking between responding to customer inquiries via email, coordinating with the personal shopping department, and ensuring that every in-store customer received the luxury shopping experience expected at Harvey Nichols. Maintaining strong relationships with my clients was crucial, especially since many of our collections were limited to one item per person. This required customers to visit multiple times to complete their collections, allowing me to build rapport and effectively upsell additional collections or introduce them to new products. My efforts were focused not only on meeting daily and monthly sales targets but also on fostering a positive customer experience that encouraged repeat business.



### ● SALES ADVISOR

Selfridges | Nov 2023 - Dec 2023

During my time at Selfridges, I covered both the Christmas shop and the toys shop. This helped improve my versatility. Whilst I was at the Christmas shop, I had to ensure all stock was properly replenished whilst also providing the best customer service possible in an extremely busy environment. I had to help keep the Christmas spirit alive and create a positive friendly atmosphere for the customers to enjoy. At the toys shop I was mainly helping adults pick out gifts for their younger relatives, trying to understand what the child likes and helping them choose the best gift. I also got to help serve children who were looking for new toys. This was enjoyable as I got to ask them questions and listen to them talk about their interests whilst also joking around with them. Within both departments I served many customers spending high amounts and my time here has further improved my ability to make high value sales as enjoyable and comfortable as I can.



### ● SALES ADVISOR

Ted Baker | Mar 2023 - Nov 2023

While working here I built on many skills I'd learned at previous jobs. One of the main responsibilities I had was greeting customers when they entered the shop and making conversation to build an initial rapport. As a result of this I could find out what the customer was looking for whilst also maintaining a friendly relationship with them so they could comfortably approach me when they needed help. This helped me make it easier to add on items and upsell further on in the interaction. As it was a small store with a small team, I also had to continuously maintain the shop floor ensuring everything was tidy and up to standard while also keeping an eye on stock levels and completing some admin tasks.

Reference Micheal Hanson (Store Manager) : 07958736955



- **SALES ADVISOR**

Marks and Spencer | Nov 2021 - Dec 2021

Over Christmas I worked at M&S. I was in an extremely busy and fast paced environment sometimes serving multiple customers at once. While I was here my time management skills and my organization skills were put to use. I was efficiently managing my time between serving customers on the floor, making sure the displays were tidy, putting out new stock and serving customers on the till

- **TRACK AND TRACE**

Sitel | Aug 2021 - Oct 2021

During my time at SITEL I was working on NHS Track and Trace. This involved having to constantly call different types of people and make sure I was getting the correct information to them as efficiently as possible. While here I improved my phone etiquette and my customer service skills. I was speaking to numerous people of different backgrounds all suffering with different problems which resulted in my empathetic skills improving as well as understanding the need to change how I talk to different people to provide the best service.

- **FUNDRAISER**

St Mungos | Jul 2021 - Aug 2021

At St Mungos I was trying to raise money for the homeless. This involved stopping members of the public and trying to get them to engage with me and ultimately getting them to donate to our charity. Whilst working here I faced a lot of rejection with people just walking straight past me and trying as hard as they could to avoid me. This built up my resilience and meant when people stopped, I had to try my hardest to get them interested. This in turn meant that my ability to build up a rapport improved massively as well as my communication skills in general.

- **DIGITAL APPLIANCES PROMOTER**

SAMSUNG | Mar 2021 - Jun 2021

While working for Samsung I had a role very similar to my role with HP. However instead of selling laptops I was selling digital appliances. I was put in a specific store with the purpose of driving up sales for Samsung products as well as making sure all staff within the store were fully trained on our products and the displays were up to standard. Within this role I improved and solidified all the skills I learnt from my previous job.



- **CHANNEL ENGAGEMENT DEVELOPMENT EXECUTIVE**

HP | Dec 2020 - Jan 2021

With this role I represented HP within the store I was placed in. I was the main salesman for HP and had to hit certain sales targets every day. While working here I learnt how to manage a wide variety of merchandise and was given responsibilities such as making sure all products were displayed properly and staff knew all major selling points and were trained on the products.



- **SALES ASSISTANT**

H&M | Apr 2019 - Sep 2019

My role involved giving customers the best experience they could when they walked through the door. It helped me build on my communication skills, my teamworking and my time management. I had to be organized as the shop floor became very busy, so multitasking was a quality I built quite quickly.



- **SALES ADVISOR**

House of Fraser | Nov 2018 - Jan 2019

There were many concessions I took part in working in such as Armani Exchange, Ralph Lauren, Hugo Boss and more. A fast-paced environment with high quality products that demanded professionalism and a level of organization. I built relationships with people, learnt how to handle money on the tills including

opening and closing the stores and how to deliver a top tier customer experience.

## Education & Training

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- 2022 - 2024 ● **University of Westminster**  
COMPUTER SCIENCE,,
- **STRETFORD GRAMMAR SIXTH**  
A LEVEL/GCSE,,