



Michelle Elena Cecchini

Sales and Marketing Associate

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Languages

English (Native)

Italian (Native)

French (Work Proficiency)

Chinese (Basic)

About

I am a passionate retail professional with experience as a Sales Associate at Numero6. I excel in stock management, personalised customer service, and achieving sales targets, enhancing brand narratives, and fostering customer loyalty through exceptional shopping assistance.

BRANDS WORKED WITH

Numero6

Experience

● Sales Associate

Numero6 | Jun 2023 - Sep 2023

As a sales associate, I managed stock inventory, ensuring accurate product displays that adhered to brand guidelines. Through exceptional personalized shopping assistance, I enhanced customers' shopping experience, and fostered customer loyalty, driving repeat business. Effectively collaborating with team members, I consistently achieved sales targets and maintained high store standards. Additionally, my role in inventory management involved receiving shipments, restocking, and conducting regular stock takes, ensuring seamless operations.

● Waitress

Fishers Kitchen | Sep 2022 - Jan 2023

Working as a waitress I daily interacted with customers, developing the ability to deliver excellent customer service, by promptly answering unexpected customer needs. I developed proficiency in delivering personalized customer experiences, anticipating and exceeding customer demands.

● Marketing Intern

Cagecity London | Jun 2022 - Jun 2023

During my marketing internship, I developed social media campaigns to enhance brand awareness and customer engagement. Utilizing market and social research, and data-driven insights, I created compelling promotional content that celebrated brand identity and met customer expectations through innovative storytelling approaches. I managed the E-commerce page, maintaining updated product listings, accurate stock levels, and high-quality visuals, often using Photoshop for image editing. I managed influencer relationships, product launches, and celebrity seeding, strengthening brand loyalty and retention. These experiences allowed me to optimize marketing efforts, drive online visibility, and enhance customer experience.

● Event Planner

Restaurant Il Den | May 2021 - Aug 2021

As an event planner, I meticulously manage diverse events, ensuring seamless operations by managing logistics, guest lists, and coordinating with vendors. Collaborating with cross-functional teams, I consistently achieved international client satisfaction. My meticulous attention to detail and effective time management ensured the efficient management of administrative tasks, including scheduling, email correspondence, and travel arrangements, to support the smooth execution of all events, and ensuring consistent client satisfaction.

Education & Training

2020 - 2024

● UAL: London College of Fashion

Bachelor of Science,

