



Heidi Peucker

Experienced Luxury Sales

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Languages

Formula

English

About

With a solid foundation in retail management, customer service, and visual merchandising, I excel at enhancing sales through personalised service. My adaptability across various retail settings, combined with my knack for training teams and exceeding sales targets, makes me an ideal candidate for dynamic retail roles.

BRANDS WORKED WITH

- Monsido powered by CivicPlus
- London Ski Co
- Vail Resorts
- BIG 4 Melbourne Holiday Park
- Private Hire

Experience

● BUSINESS DEVELOPMENT REPRESENTATIVE

Monsido powered by CivicPlus | Mar 2023 - Oct 2023

- Managed both inbound and outbound SAAS sales specialising in website accessibility software
- Qualified leads fed through marketing opportunities and identified prospective clients through analysis of service compatibility
- Completed an average of 60 outbound cold calls and emails per day to prospective clients across a wide variety of vertical markets to meet sales targets
- Handled meeting bookings utilising Salesforce, Chilipiper, Dialpad and other systems to create and maintain exceptional client relations, consistently exceeding KPIs in customer feedback



● RETAIL SUPERVISOR

London Ski Co | Sep 2022 - Mar 2023

- Provided personalised customer service and handled transactions up to £8,000 through detailed and technical knowledge of the products
- Completed over £300,000 in sales in a one month period across two stores, being the main contributor to sales as well as training and assisting new staff in peak sales season
- Drove sales and achieved revenue targets by promoting apparel, accessories and related products, upselling and cross-selling where appropriate
- Maintained visual merchandising and store layout and refreshed this weekly, ensuring displays were engaging, organized, and effectively showcased products to drive sales and enhance the customer experience
- Managed store operations, including opening and closing procedures, cash handling, POS system and adherence to company policies and procedures
- Managed social media channels and website through content creation and marketing
- Trained and onboarded new staff in product knowledge, sales techniques, customer service standards and store policies, fostering a knowledgeable and motivated team
- Maintained loyal client relations and repeat customers through rapport building and personalised service
- Managed and monitored stock, entering new stock orders into POS system and observed customer trends to determine future stock ordering from suppliers
- Completed stock collection, packaging and postage to fulfill online orders



● ASSISTANT

Vail Resorts | May 2021 - Sep 2021

- Coordinated and conducted children's and adult's ski lessons, both group and private, of up to 10 students
- Assessed the ski skill level of each student and catered my instruction to each while ensuring progress of group as a whole and an enjoyable experience

- Provided care and education of children as young as 2 years old, holding their attention and entertaining them while instructing them and providing specific support
 - Followed strict Health and Safety Protocols to ensure the safety of students in the group on the mountain and ski runs
 - Greeted clients as the first point of contact to resort and ski school and advised on lessons and information of resort
 - Handled sale of ski school products and lesson tickets, along with management of class allocation
- SOCIAL MEDIA ASSISTANT/ EVENT MANAGEMENT CONTRACT Lorne Powercor Pier to Pub/ Mountain to Surf event (2021&2022)
- Provided information to competitors and public for the main event of the summer season, involving approx. 7000 participants and an estimated 40,000 spectators across two days through the upload of real-time updates
 - Assisted in event coordination, ensuring safety protocols were followed through auditing of safety staff, water supply, public amenities and crowd management were adequate and adhered to on event-day
 - Assisted club in increasing social media engagement of event through content creation and promotion via new social media channels

● **MARKETING & BRAND MANAGER**

BIG 4 Melbourne Holiday Park | Jan 2020 - Now

- Lead comprehensive strategies to enhance brand recognition and drive customer engagement
- Analysed market trends and collaborated with cross-functional teams to develop marketing campaigns for print and digital formats and ensured consistent brand messaging
- Managed and posted on digital and social media platforms and responded to reviews and feedback
- Conducted market research and utilised analytics to optimise marketing efforts to increase guest interaction and conversion of enquires to reservations
- Maintenance of website and coordination of videography and photography across the property, involving communication and management of multiple teams
- Coordination with franchise management to ensure consistency across branding and adherence to branding and merchandising standards

● **OVERNIGHT CARER**

Private Hire | Jan 2019 - Jan 2021

- Assisted patient with activities of daily living, such as bathing, dressing, grooming, and toileting, while maintaining dignity and respect
- Administer medications as prescribed by healthcare professionals and monitor their effects on patient
- Provided emotional support and companionship to patient, engaging in meaningful conversations and activities to stimulate them
- Maintained a safe environment for patient by identifying and addressing any potential hazards or risks

Education & Training

2020 - 2023

● **Swinburne University of Technology**

Bachelor of Media and Communication, media