



Liliane Williams

Sales Assistant

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Languages

English (Native)

About

Experienced sales assistant with a strong background in beauty and fashion retail. Skilled in customer service, inventory management, and operational efficiency. Passionate about enhancing customer experiences and contributing to team success in dynamic retail environments.

BRANDS WORKED WITH

Boots

& Other Stories (H&M Group)

Host Staffing

Experience

● Sales Assistant

Boots | Jan 2024 - Jun 2024

Advised customers on beauty and medicine products, achieving high satisfaction and repeat sales - including informed first aid recommendations and non-prescription medication. Resolved customer concerns efficiently, enhancing overall store reputation. Boosted store efficiency through proactive problem-solving. Maintained precise inventory levels to prevent stock shortages and overages. Spearheaded a customer loyalty program, enhancing repeat business and satisfaction. Upheld Station safety protocol including hourly safety checks and terrorism awareness knowledge.

● Sales Associate

& Other Stories (H&M Group) | Sep 2022 - Feb 2023

Delivered exceptional customer service, driving high satisfaction and repeat business. Ensured stock accuracy and availability through seamless inventory transitions. Organized fitting rooms and new arrivals, enhancing in-store experience. Executed till operations and online returns, improving operational efficiency. Implemented loss prevention tactics, contributing to a secure shopping environment.



● Hostess, Waitress, Bartender and Clockroom Assistant

Host Staffing | Aug 2022 - Apr 2024

Refill drinks promptly, ensuring high customer satisfaction and repeat patronage. Clear tables swiftly, maintaining hygiene standards and enhancing dining experience. Provide friendly service, contributing to positive client feedback and loyalty. Maintain polished silverware, ensuring a professional dining environment. Manage cloakroom expertly, securing guests' belongings and ensuring proper handling. Streamlined guest check-in process, reducing wait times and improving satisfaction. Upheld superior cleanliness, ensuring all dining areas met health standards.

Education & Training

2023 - 2024

● Manchester University

Undergraduate degree in Geography,

2015 - 2022

● The Grey Coat Hospital Comprehensive school, City of Westminster

A level,,