



Zhanna Shikhabova

Social Media Assistant

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Languages

Russian

English

About

Enthusiastic and experienced sales professional with a strong background in luxury fashion and fragrance. Excited to apply for the position of Retail Sales Consultant. MSc in Fashion Marketing and Management. Proven customer service skills. Eager to leverage my passion and knowledge to represent with excellence.

BRANDS WORKED WITH

ATALLIANCE LTD

Dainties Limited

Shopping Centre "Rakhmet"

Experience

● Small Business Owner

Dainties Limited | Feb 2021 - Now

- Launched and established an independent online confectionery gift business.
- Developed and managed company website and social media presence.
- Created captivating product imagery, driving a 40% increase in online sales.
- Orchestrated marketing campaigns, expanding customer base and brand visibility.
- Coordinated and executed multiple successful pop-up shops, showcasing various products.
- Achieved consistent sales targets, exceeding daily revenue goals by 15% on average.
- Enhanced customer engagement and brand reputation through effective communication.

● Social Media Assistant

ATALLIANCE LTD | Jan 2019 - Now

- Managed and curated content across social media platforms, resulting in 15% increase in follower engagement.
- Collaborated on campaigns promoting construction services, driving brand awareness.
- Monitored trends and competitor activity to optimize online presence.

● Sales Consultant

Shopping Centre "Rakhmet" | Jan 2003 - Jan 2008

- Engaged potential customers, maintained a 75% conversion rate.
- Showcased product knowledge, contributing to 15% monthly revenue increase.
- Handled customer inquiries and complaints, achieving 90% resolution rate.

Education & Training

2018

● Cardiff Metropolitan University

Master of Science in Management,

2003

● North Kazakhstan University

Bachelor of Education,

2017

● Cardiff and Vale College

Certificate : Fashion Design,