



Irfat Alam

Luxury Sales Consultant | Administration | Customer Service

London, UK

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Languages

English (Fluent)

null (Work Proficiency)

About

I am a Customer Sales Administrator at Roksanda, a leading luxury fashion brand, with over six years of experience in customer service, retail, and administration. I have a versatile and reliable skill set that allows me to adapt to fast-paced environment and a passion for delivering exceptional service and exceeding expectations.

In my current role, I support the sales executive team on the shop floor, oversee the back-of-house operations, and fulfill online orders on Shopify. I also work closely with the finance team to process invoices, payroll, and banking reports. I have demonstrated my skills in driving sales, consulting and styling customers, facilitating aftercare and repairs, processing deliveries and transfers, and maintaining visual merchandising standards. I am always eager to learn new skills, explore new opportunities, and contribute to the success of the team and the organization. My goal is to advance my career in e-commerce, customer service, and operations within the luxury sector.

BRANDS WORKED WITH

- Bake and Bite At Royal Holloway Student'S Union Part-Time
- Berkeley Group Holdings Plc Internship
- Birkbeck, University of London Contract
- Elite Associates Contract
- G4s Contract
- G4s Regulated Security Solutions Contract
- Make International Internship
- Pink Shirtmaker Full-Time
- Randstad Uk Contract
- N.Peal
- Venusrox
- ROKSANDA

Experience



● Key Holder & Client Advisor

Thomas Pink | Sep 2018 - Jul 2020

Acted as a brand specialist and ambassador of Pink for RTW Menswear, accessories and Ladies shirts. Acquired technical knowledge of how each product is processed, the fabrics utilised and projected this effectively to the clients for the selling ceremony.

Helped to maximise sales through cross-selling and worked in executing creative VM layouts as a team. Monitored the store's KPI performances regularly and personally contributed to a 17% increase in sales.

Provided a tailored service to each client and consulted with them on creating a style to match according to their lifestyle needs.

Maintained personalised client relationships through clienteling by registering new clients on the CRM system compliant to GDPR regulations. Aimed to achieve an 80% score on clienteling.

Ensured all the administration, stock management and deliveries were carried out efficiently in the daily operations of the store.

Assisted the store manager with key holding duties such as: writing the weekly trade report, helped train new team members and ensuring that the opening/closing of the store procedures was followed meticulously. ...



● Luxury sales associate

Elite Associates | Dec 2017 - Sep 2018

Represented to promote a variety of luxury retail brands having worked at Chanel, Chloé, Kurt Geiger, Luxottica, Michael Kors, Carvela and Acqua di Parma as a Sales Consultant at Selfridges London Department Store.

Helped to drive sales as a team and provide an exemplary standard of customer service in assisting clients with their shopping requirements.

Assisted with till management, stock control and visual merchandise for store presentation.

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● Telephone Liaisons for the Alumni & Development Team

Birkbeck, University of London | May 2017 - Jun 2017

Contacted Birkbeck alumni on the recent developments that are occurring at the university.

Built a rapport with alumni and update their profile on the database.

Provided alumni with information on how to get involved in mentoring and volunteering at Birkbeck such as, participating in CV clinics and generating internship/shadowing opportunities for current students.

Reached out to alumni donors in the annual fundraising campaign to provide financial contribution towards enhancing student experience and facilities at Birkbeck.

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● Support Worker

Randstad | Sep 2015 - Apr 2017

Provided note taking and library support to students in lectures, seminars and taught classes across various London universities.

Invigilated for university examinations.

Acted as a Practical support worker for students and employees who had limited mobility or vision.

Liaised with clients regarding their time-table and availability.

Responded to clients' preferences regarding structure, details, presentation and style of notes.

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● Customer Service & Administrative Assistant

MAKE International Limited | Apr 2015 - Jul 2015

Responsible for overall document management correspondence, calls, allocating and processing customers' orders.

Updated a range of company websites and databases for retailers and consumers.

Assisted in major trade fairs and exhibitions to attract brand awareness for existing retailers and expand new business and consumer networks.

Liaised with the sales, marketing, operations and graphics departments in ensuring efficient stock control, product presentation and delivery.

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● Events Security Officer

G4S | Mar 2013 - Mar 2015

Worked at a wide variety of demanding venues and events from Wimbledon Championships to corporate security at Christie's auction house.

The role involved conducting bag searches and ticket scanning as well as, following the strict protocols of the venue.

Utilised radio communication and was involved in front of house security and patrolling.

Provided a high standard of customer service and assistance.

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● Sales and Marketing Representative

| Jan 2013 - Jun 2013

Worked in Sales and Direct marketing for Storm Marketing UK, an out-sourcing sales company.

Worked on behalf of established client charities such as the British Red Cross for fundraising, promoted their awareness campaigns to the public and expand the customer base.

Acquired face-to-face marketing and sales experience, negotiating skills, customer service and the ability to work within a competitive and target driven environment.

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● X-Ray Operator and Security Events Steward

G4s Regulated Security Solutions Contract | Jul 2012 - Sep 2012

Screened customers, scanned hand luggage via X-Ray and verifying entry passes using scanners.

Gained valuable experience in meeting the needs of a very diverse group of customers in a busy and demanding environment at the Olympic Park.

Maximised interpersonal and communication skills, as had to assist visitors with any queries & finding their way around venues.

It gave the ability to withstand working long hours in a calm and professional manner, as well as build rapport with people.

Security Training:

- SIA Door Supervisor License

- X-Ray Training

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● Administration Assistant for the Technical Department

Berkeley Group Holdings Plc Internship | Nov 2011 - Dec 2011

Interned at the St.Edwards Branch of Berkeley Homes in Stanmore.

Supported the managerial responsibilities of the on-site document controller.

Worked in a variety of departments but the main duties were document management for the technical department.

Provided and analysed photographs of the construction sites and presented these to the senior members of the architect and design team.

Gained the CSCS health and safety qualification, which is of high value within the construction industry.

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● Hospitality

Bake and Bite At Royal Holloway Student'S Union Part-Time | Oct 2008 - Oct 2010

Provided direct customer service in a professional and courteous manner. This primarily included preparing and serving food but to also oversee the overall presentation and hygiene of the restaurant.

Liaised with people at various levels, from Union managers to fellow student staff. Teamwork and communication were integral to this role to provide the best level of service and ambience for the customers.

Received marketing, customer satisfaction and hygiene training resulting in the following qualifications:

- Foundation Level Certificate in Food Hygiene

- COSHH Certificate for Awareness of Chemical Hazards and Harmful

Substances

- First Aid Training for Health and Safety

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● Seasonal Sales Associate

N.Peal | Dec 2020 - Jan 2021

Kept up to date with product knowledge and recent developments on cashmere knitwear and provide the highest level of customer service.

Assisted the permanent staff to drive sales through styling, providing gift suggestions, cross selling and registering customers to N.Peal's mailing list.

Participated in order fulfilment and gift wrap items to help the Web team, for customers who have purchased items online or by phone in store.

Processed deliveries and undertake cash management procedures at the start and end of the day.

Transferred stock in or out to other N.Peal stores, or Web team and make delivery arrangements.

Maintained VM standards and ensuring that the shop floor and back of house is tidy at all times.

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● Sales Associate

Venusrox | Feb 2021 - May 2021

Provided a high standard of customer service by acting as a host to new and regular clients by creating memorable customer experiences and working as a team to boost sales.

Fulfilled online orders and helped answer customer queries via phone and email.

Aided with back of house operations such as, stock replenishment, inventory count and general maintenance of the shop floor.

Assisted the permanent staff to drive sales through styling, providing gift suggestions, cross selling and registering customers to N.Peal's mailing list.

Participated in order fulfilment and gift wrap items to help the Web team, for customers who have purchased items online or by phone in store.



● Sales Associate

N.Peal | Jun 2021 - Apr 2022

Drove sales through providing a high standard of customer service, styling, gift suggestions, cross-selling and registering customers to N.Peal's mailing list.

Consulted and processed special orders made on cashmere knitwear.

Facilitated aftercare service and repairs.

Processed deliveries and undertake cash management procedures at the start and end of the day.

Transferred stock in or out to other N.Peal stores, or the Web team and make delivery arrangements.

Maintained VM standards and ensuring that the shop floor and back of house is tidy at all times.



● **Store Sales, Operations & E-commerce Customer Service Advisor**

ROKSANDA | May 2022 - Now

Provide exceptional sales and customer service support on the shop floor alongside the sales executive team.

Oversee all administration and back-of-house operations at the Roksanda Mount St. boutique: process all deliveries, check inventory levels, and order office supplies.

Work with the finance team to approve any invoices for the store, record any custom sales, complete the weekly banking report and payroll at the end of each month.

Stock controller duties - process all deliveries, monitor levels via stock count, facilitate replenishment and return end-of-season items back to the warehouse.

Ensure all online orders are fulfilled successfully on Shopify and monitor their transit via cooperation with the warehouse team and Global-E logistics team for international orders.

Support the logistics and the e-commerce manager in dealing with all customer service-related queries via phone or email and cooperating with our dropship partner Olivela.

Process returns, refunds and exchange requests for online customers.

Update the CRM database and build relationships with clients through phone and email.

Education & Training

2015 - 2018 ● **Birkbeck, U. of London**

MSc International Management, Business Management

2013 - 2013 ● **i-to-i TEFL and ESOL Training**

TEFL course for Teaching English Abroad, Teaching English as a Second or Foreign Language/ESL Language Instructor

2012 - 2012 ● **Harrow College**

OCR Level 2 IT, IT for Business, Information Technology

2008 - 2011 ● **Royal Holloway, University of London**

BA (Hons) Politics and International Relations, Politics and International Relations