



# Ladan Hassan

Sales Assistant

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## Languages

English (Fluent)

Arabic (Work Proficiency)

French (Work Proficiency)

Somali (Fluent)

## About

I am an experienced retail sales assistant with a background in customer service and visual merchandising at Victoria's Secret and Next. I excel in personalised customer interactions, driving sales, and maintaining high store standards.

### BRANDS WORKED WITH

Victoria's Secret

[WENZEL THE BAKER]

Dahabshill

## Experience



### ● ASSISTANT]

Victoria's Secret | Sep 2022 - Feb 2023

[SALES ASSISTANT], [NEXT]

Working as a Sales Assistant at Next provided me with a solid foundation in retail operations and customer service, where I was entrusted with a variety of responsibilities that directly impacted the store's success. My primary duties included assisting customers with their shopping needs, managing transactions at the point of sale, and ensuring that the store was always well-presented and inviting. I took pride in maintaining the highest standards of store appearance, from organizing product displays to keeping fitting rooms tidy, which played a key role in creating a pleasant shopping environment that encouraged customers to stay longer and make purchases. One of my significant impacts at Next was in driving sales through personalized customer interactions. I made it a priority to build rapport with customers, understanding their preferences and guiding them towards products that suited their style. This approach not only increased sales but also fostered customer loyalty, with many returning to the store to seek my assistance specifically. My ability to connect with customers and provide tailored recommendations contributed to higher conversion rates and a positive shopping experience. I also played a crucial role in supporting the store during busy periods, such as seasonal sales and product launches. My proactive approach in managing stock levels, organizing promotional displays, and assisting with visual merchandising efforts ensured that the store was always ready to meet the demands of high customer traffic. I was often commended for my efficiency and attention to detail during these times, which helped the team meet and exceed sales targets. One of my notable successes at Next was when I was tasked with leading a team in preparing the store for a major seasonal sale. I coordinated with my colleagues to ensure that the store was fully stocked, promotional materials were correctly displayed, and the layout was optimized for customer flow. The sale event was a success, with the store achieving one of its highest sales figures for the year. My leadership and organizational skills were recognized by the management, and I was praised for my contribution to the event's success. Overall, my time at Next was marked by my dedication to customer satisfaction, my ability to drive sales through personalized service, and my commitment to maintaining a high standard of store presentation. These successes and responsibilities not only helped the store achieve its goals but also prepared me for future opportunities in retail.

[MAY 2023] – [SEPTEMBER2023]

[SALES ASSISTANT], [VICTORIA'S SECRET]

Working as a Sales Assistant at Victoria's Secret was an enriching experience that allowed me to develop a deep understanding of customer service and retail operations in a fast-paced, high-end environment. My primary responsibilities included assisting customers in finding the perfect products, whether it was lingerie, sleepwear, or beauty items, and ensuring they felt comfortable and confident during their shopping experience.

I was also responsible for maintaining the store's visual standards, organizing merchandise, and managing inventory to ensure that the sales floor was always stocked and visually appealing. One of the key impacts I had at Victoria's Secret was in fostering a personalized shopping experience for each customer. I made it a point to engage with customers on a one-on-one basis, understanding their needs, and offering recommendations that matched their preferences and body types. This personalized approach not only increased customer satisfaction but also

led to higher sales, as customers often purchased additional items based on my suggestions. My ability to build trust and rapport with customers contributed to repeat business, with many customers returning to the store to seek my assistance specifically. In addition to customer service, I played a significant role in supporting the store's marketing and promotional efforts. I was frequently involved in setting up and maintaining visually captivating displays that highlighted new collections and promotional items. My attention to detail and understanding of the brand's aesthetic helped create an inviting atmosphere that attracted customers and encouraged them to explore the store further. These efforts were particularly successful during major promotional events, where my work contributed to increased foot traffic and sales. One of my notable successes at Victoria's Secret was during the launch of a new product line, where I was tasked with leading the setup of the promotional display and ensuring that the staff was knowledgeable about the new offerings. I took the initiative to organize a quick training session for my colleagues, ensuring everyone was well-prepared to answer customer questions and highlight the unique features of the new products. The launch was a success, with the store exceeding its sales targets for the new line, and I received positive feedback from both management and customers for my efforts. Overall, my time at Victoria's Secret was marked by my dedication to delivering exceptional customer service, my ability to drive sales through personalized interactions, and my contribution to maintaining the store's high visual standards. These experiences not only helped the store achieve its goals but also allowed me to develop skills that I am eager to bring to future opportunities in retail.

- **[SALES ASSISTANT]**

[WENZEL THE BAKER] | Oct 2021 - Mar 2022

As a sales assistant at a bakery with additional responsibilities, my primary responsibilities include interacting with customers, preparing food items, keeping the shop tidy, and cleaning machinery. My impact is measured by the positive customer experience, the quality of food preparation, the cleanliness of the shop, and the smooth operation of the bakery. For instance, by providing friendly and attentive customer service, I create a welcoming atmosphere and ensure customer satisfaction. Additionally, my food preparation skills contribute to the bakery's reputation for delicious and well-presented products. Keeping the shop tidy and organized enhances the overall customer experience and promotes a professional image. Lastly, by regularly cleaning and maintaining machinery, I help prevent malfunctions or accidents, ensuring the smooth operation of the bakery. My achievements in this role are reflected in customer feedback, repeat business, and the efficient functioning of the bakery. By consistently delivering excellent customer service, maintaining cleanliness and hygiene standards, and efficiently operating and cleaning machinery, I contribute to the bakery's success and customer loyalty.



- **[CASHIER/SALES ASSISTANT]**

Dahabshiiil | Jul 2019 - Aug 2019

As a cashier/sales assistant at an internet cafe, my responsibilities are focused on providing excellent customer service and ensuring smooth operations within the establishment. I am responsible for handling transactions accurately and efficiently, assisting customers with their inquiries or technical difficulties, and maintaining the cleanliness and organization of the cafe. By fulfilling these responsibilities, I contribute to a positive customer experience and the overall success of the cafe. For example, I prioritize prompt and friendly service, making sure customers feel welcome and attended to. I also proactively troubleshoot technical issues to minimize downtime for customers and maximize their satisfaction. My achievements as a cashier/sales assistant can be measured by the impact I have on customer satisfaction, sales performance, and operational efficiency. For instance, by actively engaging with customers, recommending additional services or products, and providing personalized assistance, I can contribute to increased sales and revenue for the cafe. Moreover, my ability to efficiently handle transactions and manage customer queues helps to ensure smooth and timely service. Ultimately, my goal is to leave customers with a positive impression of the cafe, fostering customer loyalty and driving the cafe's success.

## Education & Training

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2021 - 2023 ● City of Westminster College

[BTEC BUSINESS LEVEL 3],,

2015 - 2020 ● Hatch End High School

[GCSE],,