



Pearl Fernandes

Sales and Marketing Associate

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Languages

- French
- English
- Hindi

About

With a strong retail background, I've honed my skills at renowned retailers like Harrods and Tommy Hilfiger. I excel in understanding customer needs, achieving sales targets, and adapting to brand values. Fluent in English, French, and Hindi, I bring versatility and excellent communication skills to any team.

BRANDS WORKED WITH

- ALSO
- Chimera Recruitment - Harrods
- House Of Anita Dongre
- Tommy Hilfiger

Experience



Client Advisor

Harrods | Dec 2022 - Now

Worked as a Client Advisor at Concessions in Harrods and Selfridges such as Tom Ford Beauty, Dolce and Gabbana Fragrances, Kurt Geiger and Luxury Beauty Retail for multiple brands such as Bare Minerals, Christian Dior at Boots, John Lewis and Fenwick at locations such as Bond Street, Covent Garden, Oxford Street. Learned how to communicate with customers on an interpersonal level and understand their needs and sell the right products to them. Completing Target sales for the day and understanding various types of people and their tastes for different kinds of products.



Sales Associate

Tommy Hilfiger | Nov 2022 - Dec 2022

Understanding various types of people (international tourists) and their tastes for different kinds of products and showing alternative products if the ones they want are not available. Knowing where to place products in-store (Visual Merchandising) and why are certain changes made in stores on a regular basis (change of Visual merchandising). Why are certain products kept in certain store locations and why not in other stores and what sort of products would the customers at certain stores like and what would they avoid.

Marketing and Operations Assistant

ALSO | Apr 2022 - Sep 2022

Overlooking content for the brand's Instagram and web page Doing thorough market research across brand competitors Attending and planning important events and managing customer relationships with the brand Supporting in the implementation of the social media marketing strategy Stock Management

Marketing Assistant

House Of Anita Dongre | Apr 2021 - Sep 2021

Creating social media strategy to increase brand engagement Ideating on marketing campaigns for new collection launches Making social media reports to evaluate Brand Engagement Assisting in shoots and participating in its creative planning Copywriting for Instagram feed (stories and posts) End-to-end social media marketing responsibilities

Education & Training

2022 - 2024

Istituto Marangoni

MA Fashion and Luxury Brand Management,

2019 - 2022

● **St Xavier's college**

Bachelor of Science in English Literature,