



Lothifa Begum

Radiant and Engaging: Embracing Life with an Outgoing Spirit!

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Languages

English (Fluent)

Bengali (Fluent)

About

After taking a rewarding break to embrace motherhood, I'm eager to rekindle my passion for luxury retail, particularly in the captivating world of beauty. The allure of indulgence and elegance beckons me back, igniting a fervent desire to immerse myself once again in the enchanting realm of luxury beauty. My time away has only deepened my appreciation for the artistry and sophistication that this industry embodies, and I am ready to bring my renewed enthusiasm and expertise to create extraordinary experiences for discerning customers.

BRANDS WORKED WITH

- Cath Kidston
- Fiorelli
- Goresbrook School
- Kiko Milano Cosmetics
- Mayespark Primary School
- NARS Makeup
- Sports Direct
- Sunna Musk Westfield
- Unze Shoe
- Waitrose

Experience



Casual sales assistant

Sports Direct | Feb 2022 - Dec 2022

Assisting customers in a fast paced environment, having detailed product knowledge. Working in a team and maintaining store health and safety procedures.



Midday Assistant

Mayespark Primary School | Sep 2021 - Dec 2021

Supervising year's reception to year 6 during lunchtime in the hall and outdoors in the playground. Escorting some classes to their classrooms while following school procedures.



Midday Assistant

Goresbrook School | Nov 2020 - Aug 2021

- Supervising years 1-6
- Helping children cut their food and drink water
- Helping children prepare to exit the hall and walk them to the playground
- Dealing with playground issues
- Dealing with challenging behavior
- Ringing the bell to indicate end of playtime
- Assisting in classrooms during wet play



Sales Assistant

Sports Direct | Jul 2020 - Oct 2020

- Delivering sales
- Merchandising Stock
- Promoting link sales
- Maintaining health and safety



Sales Assistant

Fiorelli | Nov 2018 - Nov 2018

- Maintaining product standards
- Replenishing stock
- Delivering exceptional customer service
- Having detailed product and company knowledge
- Being punctual and presentable
- Remaining calm under pressure and in busy seasonal periods

- **Beauty Sales Assistant**

Kiko Milano Cosmetics | Nov 2017 - Nov 2017

Detailed product knowledge

- Demonstrating skincare and cosmetic products with confidence
- Matching correct skin color with products
- Delivering excellent customer service
- Looking professional and presentable
- Making link sales
- Maintaining store standards



- **Sales Assistant**

Cath Kidston | Jun 2016 - Jul 2016

Delivering customer service

- Recognizing each individual product prints
- Product knowledge training
- Till operations
- Dealing with customer queries

- **Store Customer Assistant**

Unze Shoe | Aug 2012 - Nov 2012

Having full product knowledge

- Restocking shoes and accessories
- Promoting sales
- Till operations
- Dealing with customer queries and complaints
- Making regular link sales



- **Customer Assistant**

Waitrose | Apr 2012 - Aug 2012

Meeting daily targets

- Working In a team and alone
- Complete tasks efficiently
- Delivering excellent service to all customer
- Representing company well
- Having full product knowledge
- Restocking merchandise with correct pricing and information

- **Sales Assistant**

Sunna Musk Westfield | Dec 2010 - Feb 2012

Enticing customers

- Selling unique Arabian perfume
- One to One Selling
- Working in a busy environment
- Exceptional time keeping
- Till operations

- **Sales Assistant**

NARS Makeup | Jan 2010 - Dec 2012

Superdrug Sales Assistant

August 2010 to September 2010

Advising correct skin products

- Personal service for makeup and skin care
- Cash handling
- Excellent customer service
- Till operations

Education & Training

2010 - 2011

- **Newham College of Further Education**

GCSE,