



Jahnyah Durrant

Marketing management graduate with vast sales experience. Impeccable stakeholder management and organisation.

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Languages

English

About

Experienced Brand Ambassador with a background in cosmetics retail, skilled in customer engagement and crafting compelling content. Adaptable, detail-oriented, and passionate about delivering exceptional retail experiences across high street, premium, womenswear, accessories, and beauty & fragrances environments.

BRANDS WORKED WITH

3INA Cosmetics

Sales Ambassadors UK

The Perfume Shop

Primark

Argos

Experience

● Brand Ambassador

3INA Cosmetics | Jan 2024 - Apr 2024

Spearheaded dynamic initiatives to drive brand awareness, crafting visually captivating content that seamlessly integrated with brand identity. Elevated customer engagement by delivering immersive product experiences, actively soliciting feedback and leveraging insights to refine and optimise marketing strategies. Implemented meticulous tracking of campaigns, performance metrics and customer preferences to drive data-informed decisions and achieve better conversion rates. Solutions architect mentee.

● B2C Marketing Executive

Sales Ambassadors UK | Apr 2023 - Sep 2023

Orchestrated high-stake sales and marketing initiatives for premier client, leading impactful meetings and presentations to drive client satisfaction. Assumed a pivotal role as the primary liaison between the company and its flagship clients, expertly navigating complex negotiations and ensuring seamless onboarding processes. Delivered actionable insights through precise performance analysis, generating detailed reports that provided invaluable visibility of client feedback and personal milestones.



● Sales associate- temp

The Perfume Shop | Nov 2022 - Jan 2023

Education & Training

2021 - 2024

● University of Greenwich

BA (Hons), Marketing Management