



Sejal Dhana

BUSINESS MANAGER

📍 London, UK

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Languages

English (Native)

About

Experienced and dedicated HR professional with over 10 years in retail management and HR administration. Proven ability to manage HR functions, including recruitment, employee relations, and performance management, while ensuring compliance with company policies and employment laws. Strong interpersonal and communication skills with a passion for fostering a positive workplace environment.

BRANDS WORKED WITH

GHD (Selfridges)

Laura Mericer (John Lewis London)

Benefit Cosmetics

Costco

Tesco

Experience

● Business Manager & HR Admin

GHD (Selfridges) | Jan 2023 - Jan 2024

Main Responsibilities Overseeing operations at the flagship GHD counter. Managed the full recruitment cycle for retail staff, including job postings, interviewing, and onboarding. Enhancing sales revenue through the implementation of effective sales strategies and performance monitoring. Handled employee relations issues, providing mediation and conflict resolution. Maintained employee records and ensured compliance with labor laws and company policies. Cultivating and maintaining strong customer relationships through exceptional service. Enhance customer satisfaction through personalized service and effective resolution of complaints. Monitored and analyzed monthly KPIs including sales revenue, foot traffic, conversion rates, and inventory turnover. Managing various aspects of human resources, including individual performance evaluations and staff scheduling, and provided feedback to staff to drive continuous improvement. Manage inventory levels, reducing shrinkage and optimizing stock turnover rates Handling Payroll responsibilities, processing bank transfers, and issuing checks to employees and vendors. Coordinated travel arrangements, accommodations, and logistical support Conducted employee training sessions on company policies, customer service standards, and compliance. Lead a team of 10+ employees, providing training, mentorship, and performance evaluations to foster professional growth. Managed budgets and financial resources effectively, ensuring prudent allocation of funds for maximum impact. Achievements: Surpassed sales targets by 288%, leading to the highest performing counter in the UK. Successfully mediated and resolved over 95% of employee conflicts and grievances internally, fostering a more harmonious workplace environment. Achieved over £500,000 in sales within the initial 6 months of employment. Launched a series of professional development workshops that resulted in a 25% increase in employee satisfaction scores related to career growth and development opportunities. Received a personal visit from the GHD CEO in acknowledgment of outstanding performance. Provided training and mentorship to numerous employees and store managers on GHD techniques within the first 6 months of employment.

● Business Manager, HR Manager, Payroll Admin

Laura Mericer (John Lewis London) | Jan 2020 - Jan 2023

Main responsibility: Recruited, trained, and managed 9+ shop assistants, building strong sales teams through strategic rostering. Oversee daily operations of a high-volume retail store, ensuring smooth functioning and adherence to company policies. HR administration, supporting with recruitment, disciplinaries, and support of employee lifestyle. Communicated and enforced company policies and best practices to maximise compliance and internal standards. Process wages, overtime, deductions and sent out pay slips. Organising travel and accommodations for the team, for various meetings and conferences. Run reports and produce p45 Employee confidentiality (GDPR) Produced high-quality documents, spreadsheets, and presentations for internal and customer-facing needs. Supervised senior management with daily office operations, coordinating meetings and other tasks as requested. Managed CRM and com-

pany database, overseeing troubleshooting, maintenance, updates, and report generation. Achievements: Inspired team of 9+ to continuously improve personal performance and drive sales, yielding 47% year on year rise in sales since 2019. Invested in store staff members through professional development, goal setting and performance reviews, leading to 70% reduction in annual staff turnover through covid. Worked as part of a team to implement new ways of working and new software systems.



- **Business Manager, Account Manager, National Trend Team Artist**

Benefit Cosmetics | Jan 2016 - Jan 2020

Main Responsibilities: Applied expertise in team leadership to address productivity and performance issues, motivating staff to achieve KPIs. Communicated daily performance and productivity expectations to high-volume teams, motivating effectively to achieve KPIs. Employed outstanding communication and conflict-resolution abilities to deftly resolve customer complaints. Addressed customer issues with compassion and professionalism, ensuring swift, successful resolution. Managed staffing schedules for high numbers of employees, delivering operational efficiency whilst remaining under budget. Managed event budgets and expenses, negotiating contracts with vendors to optimise resources and minimise costs while maintaining high-quality standards. Oversaw store opening and closing, including reconciling cash drawers, and making bank deposits. Complete all paperwork accurately, legibly and on time. Accommodation and travel bookings for fellow managers and their teams in the London area for conferences, workshops and meeting. As well as for the National Trend team artists travelling from everywhere in the UK. Achievements: Promoted a number of times in a short period of time within Benefit. Increased sales at the Richmond store by 200% taking them from last place in the local cohort to first place. Picked to be part of the forward facing team of the company in their trend team across UK and Ireland.

- **Front End Supervisor**

Costco | Jan 2014 - Jan 2016

Main responsibilities: 2014-2016 Provide customer service by greeting and assisting customers and responding to customer inquiries and complaints. Direct and supervise employees engaged in sales, reconciling cash, or in performing services for customers. Instruct staff on how to handle difficult and complicated sales. Ensure product is correctly priced and registers function properly. Answer customers' questions about merchandise and advise customers on merchandise selection. Achievements: Part of the launch of a new Costco in London, exceeding the company goals for the first week targets in excess of 1 million pounds. Promoted to lead supervisor in the first 6 months of my employment, over seeing 10 other supervisors in the store.



- **Payroll Admin, Line Manager**

Tesco | Jan 2008 - Jan 2014

Main Responsibilities: 2008-2014 Handled HMRC and pension submissions. Maintained records for new starters and leavers. Completed year-end payroll, producing relevant P11 Ds and P60s. Managed payroll for over 40 employees. Maintained data confidentiality when filing documents. Ensured up-to-date knowledge of regulatory developments, quickly communicating necessary process changes to maintain compliance. Communicated risk and compliance reports to security and cleaners for broader company understanding. Applied mathematical abilities on daily basis to calculate and check figures in all areas of accounting systems. Recorded daily transaction information using Point of Sale (POS) systems, enabling stock success monitoring. Handled cashing up procedures, identifying and resolving differences between accounting information and cash drawer. Entered and verified data accurately and efficiently into databases and spreadsheets, maintaining a high level of accuracy and attention to detail. Achievements: Was moved to different departments in Tesco's due to my ability to learn and absorb information quickly. Started my working career in Tesco's, was promoted to management in the first year of my employment.