



Dora Zou

Sales consultant

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Languages

Mandarin

English

About

With a strong background in luxury retail, I'm passionate about driving sales through exceptional customer service and brand ambassadorship. Successfully increased daily sales by 50% at Team Spirits, demonstrating my ability to excel in fast-paced retail environments and connect with high-end brands.

BRANDS WORKED WITH

- Baidu
- OFashion
- Sogou
- Team Spirits

Experience

● Sales consultant

Team Spirits | Jul 2023 - Sep 2023

- Customer Assistance: Drove passion and energy in the team to deliver on sales and service targets, always keeping a firm eye on costs and profitability, and ensuring continuous improvement where possible.
- Sales Support: Proactively identify sales opportunities and recommend additional products or services to customers, contributing to revenue growth. Demonstrated success with a consistent 50% increase in daily sales, consistently surpassing targets.
- Issue Resolution: Successfully resolve customer complaints and concerns in a timely and satisfactory manner, ensuring their needs are met to the best of my ability.
- Brand Ambassadorship in Luxury Retail: Led, motivated, and inspired the team to drive business growth through exceptional customer care, earning recognition as a trusted brand ambassador within the store. Worked with multiple luxury brands.



● Content Strategist

Sogou | Feb 2021 - Aug 2021

- Content optimization: Optimized the homepage of Sogou Input Method app, enhanced the content richness of the push notification page, and optimized the background functions. Increased users click through rate (CTR) by a whopping 70%.
- Content creation: Collaborated with the design team to create memes based on popular movies and TV shows, achieving 50,000+ downloads.
- Market research: Focused on tracking competitors' app updates, collecting industry-related news, and producing industry reports.
- Collaboration: Collaborate closely with the business development and design team to ensure timely release of the latest app information, updates, and marketing promotions.

● Product operation assistant

OFashion | Feb 2020 - Aug 2021

- Strategic Content Distribution for Audience Engagement: Strategically distribute marketing content across various channels to maximize reach and engagement within the target audience.
- Product copywriting: review, edit, and proofread all written pieces before publication to ensure accuracy, clarity, creative and adherence to brand standards.
- Fashion Trends & Competitor Awareness: Stay abreast of latest fashion trends and collaborate with marketing team to align content with promotional campaigns and brand strategy.



● Content creation assistant

Baidu | Aug 2020 - Feb 2021

- Content creation: Participated in the development of a voice-activated search assistant utilizing MS Office software for script creation, notification editing, and content generation. Provide critical support for content creation tasks.
- Product optimization: Provided valuable product feedback to product and development teams, focusing on evaluating the voice recognition

accuracy of AI virtual characters in voice search. Contributed actively to improving product accuracy.

• **Competitor analysis:** Proactively monitor competitors' developments on relevant websites and applications, tracking timely updates to their product features and performance. Produced industry-specific reports based on these updates.

Education & Training

2021 - 2022 ● **Goldsmiths, University of London**

MA Luxury brand management,

2016 - 2020 ● **Beijing University of Civil Engineering and Architecture**

BA Social work,