

Elsa Ramos

Assistant Supervisor

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Languages

French

Spanish

Portuguese

English

About

With a rich background in prestigious retail, I excel in creating customer-centric cultures and leading teams to exceed sales targets. Skilled in adapting across diverse retail settings, I'm fluent in English with basics in French, Spanish, and Portuguese, ready to enhance any dynamic shop floor environment.

BRANDS WORKED WITH

IBER

Massimo Dutti Brent Cross

Phase Eight

Phase Eight Debenhams White City

Pure Collection

Reiss

Sisley

Thomas Sabo Brent Cross

Experience



● SUPERVISOR

Reiss | Jun 2021 - Now

- Organised work schedules, allocated tasks and confirmed expectations to achieve KPIs
- Identified and addressed training needs and provided on-the-job coaching aimed at improving work standards
- Kept clear employee records regarding performance, absence and personal information
- Created a customer-centric culture, encouraging active listening and tailored service
- Supervised 10+ team members in duties and performance and provided constructive feedback where necessary.



● STORE MANAGER

Pure Collection | Jan 2019 - Jan 2020

- Maintained high standards of merchandising, store signage and display to maximise sales potential
- Analysed and interpreted reports to make sound business decisions and goal-monitoring
- Promoted collaboration between staff members to meet team productivity goals
- Prepared store budgets to meet financial objectives and controlled expenditures to improve cost-effectiveness
- Established internal policies for health, safety and regulatory compliance.



● ASSISTANT MANAGER

Pure Collection | Sep 2017 - Jan 2019

- Led regular team leader staff meetings, setting agendas, chairing and following up on immediate actions
- Monitored operating costs, expenditures and resource allocation to maintain the department budget
- Recruited skilled staff, performed new staff inductions and prepared staff contracts to facilitate smooth hiring processes
- Monitored departmental performance, identifying and facilitating opportunities to increase productivity
- Analysed KPI reports and facilitated team projects to improve customer satisfaction.



● SUPERVISOR

Pure Collection | Sep 2016 - Sep 2017

- Monitoring employee productivity and providing constructive feedback and coaching
- Delegate tasks, making sure that the team knew what to do daily
- Being the mediator between staff and manager
- Performed keyholding responsibilities to guarantee the timely opening and closing of the store.



● **SUPERVISOR**

Phase Eight | Jan 2013 - Jul 2016

- Performed keyholding responsibilities to guarantee the timely opening and closing of the store.
- Trained staff in till management practices, including reviewing and reconciling daily transactions.
- Aligned day-to-day activities with targets set by upper management.
- Met monthly objectives by providing personalised, friendly and knowledgeable customer assistance.

● **SALES ADVISOR**

Phase Eight Debenhams White City | Sep 2011 - Jan 2013

- Demonstrated exceptional customer service and rapport-building skills to boost customer loyalty
- Maintained strong working knowledge of company products and services to provide efficient customer service
- Maintained accurate daily records adhering to policy and procedure guidelines
- Developed positive working relationships with internal and external stakeholders
- Providing outstanding customer service
- Achieving sales targets and goals set individually
- Promote the brand and the product
- Effectively process sales through the till

● **SALES ASSISTANT**

Thomas Sabo Brent Cross | Nov 2010 - May 2011

- Dealing with customers on a one-to-one basis, making sure customers received a very high customer service
- Taking in repairs
- Till and cash handling

● **SALES ASSISTANT**

Massimo Dutti Brent Cross | Jun 2010 - Sep 2010

- My primary role was ensuring good customer service and working as a team
- Making sure high standards were maintained



● **Sisley | Jul 2007 - Dec 2009**

● **SUPERVISOR**

IBER | Jan 2000 - Jan 2007

● **SALES ASSISTANT**

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Education & Training

2008

● **University of Almeida Garrett**

Bachelor of Arts,