

Mica Gordon

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Languages

English

About

With a strong background in luxury retail, I've excelled at Leem and All Saints driving sales, visual merchandising, and client relationships. My adaptability thrives in dynamic retail environments and my extensive experience spans from high street to luxury brands.

BRANDS WORKED WITH

ADDITIONS AGENCY

Boots No7

Emma Sleep

eve sleep

Indeed Flex

Leem

XANDA

Experience



● CLIENT ADVISOR

Leem | Nov 2023 - Now

Collaborated in a small team during the launch of Leem's Westfield Shepherd's Bush London store, contributing to store preparation, visual merchandising, and client development. Played a vital role as a Client Advisor, providing valuable input in building and fostering client relationships for the premium Middle Eastern fashion brand.

● MARKETING EXECUTIVE

Emma Sleep | Dec 2022 - Oct 2023

As the Global Trade Marketing Executive responsible for Portugal, France, and the UK, my role centred on orchestrating seamless product launches, managing supply chain intricacies, and overseeing the Emma Deluxe launch. Having earned a global promotion within three months at Emma, I specialize in meticulously managing retail point-of-sale initiatives for partners such as John Lewis to drive sales and brand loyalty. This includes working closely with operations, product, and sales teams to create impactful marketing materials tailored for the retail shopfloor.



● RETAIL AND HOSPITALITY

Indeed Flex | Sep 2021 - Jan 2022

Specialising in hospitality, retail, and customer service, I have undertaken temporary agency assignments in well known prestigious locations across London, including luxury hotels such as the Dorchester, iconic venues like The Shard, and high-profile events like the Brit Awards. My roles encompassed delivering exceptional service standards in various capacities within the dynamic environments of luxury hotels, restaurants, and retail stores. This diverse experience reflects my adaptability and commitment to providing outstanding customer experiences in exclusivesettings.

● FASHION & BEAUTY RETAIL TEMP

ADDITIONS AGENCY | Jul 2019 - Jan 2022

Extensively experienced in hands-on retail roles for distinguished luxury brands, including All Saints, Nars Cosmetics, Too Faced, and Givenchy. Served as a Concession Advisor and Sales Representative in reputable establishments such as John Lewis, Debenhams, and Harrods. Specialized in driving sales, representing premium brands with excellence, and delivering exceptional customer experiences. A proven track record of thriving in dynamic and high-end retail environments.



● DIGITAL SALES EXECUTIVE

XANDA | Apr 2019 - May 2020

In my one-year experience at a digital marketing startup, I had the privilege of closely collaborating with the CEO. My role was strategically focused on sales and building relationships, particularly with renowned clients like Benihana and Six Flags. I actively participated in business development initiatives, contributing to the growth and success of the

company. Additionally, I worked closely with a directory of influencers, aligning their expertise with the marketing strategies to enhance our outreach and impact.

- **BEAUTY CONSULTANT**

Boots No7 | Aug 2018 - Apr 2019

As the NO7 Beauty Concession Advisor for the flagshipstore, my role was situated in a target-focused retail environment with direct customer interaction. My most significant achievement was leading the team to attain a historic milestone – being awarded the first £1 million pound counter.



- **CUSTOMER**

eve sleep |

Education & Training

2015 - 2018

- **Coventry University**

BA ENTERPRISE & ENTREPRENEURSHIP,

2022

- **GOOGLE**

LEVEL 3 EXTENDED BUSINESS DIPLOMA,