



# Layne Singh

Key holder with experience in the luxury fragrance industry. Majoring in fashion business & management.

[View profile on Dweet](#)

## Languages

Italian (Native)

Panjabi (Work Proficiency)

English (Native)

Hindi (Work Proficiency)

## About

As an adaptable Key Holder at The Fragrance Shop, I've gained experience in store operations, merchandising, and customer service. My multilingual skills (Italian, English, Hindi) enhance my retail proficiency. Flexible with a keen eye for detail, I thrive in fast-paced environments.

### BRANDS WORKED WITH

The Fragrance Shop - Hammersmith

## Experience

### ● Key Holder / Sales consultant

The Fragrance Shop - Hammersmith | Dec 2021 - Now

Opening and closing the store in a timely manner. Processing transactions, handling cash and keeping track of tills and safe floats. Taking care of the visual merchandising aspect of the store, replenishing the stock and marking down prices. Using the stock keeping unit (SKU) number to keep everything in order and preventing inventory shrinkage. Running the store in the absence of managers. Maintaining up-to-date knowledge of new products. Coordinating efforts with the team to meet daily & weekly targets. Processing Click & Collect and Click & Dispatch orders. Handling complaints from customers and when possible offering a solution. Reporting daily KPIs to area managers.

### ● Sales / IT

1 Club (Impact 3) | Mar 2023 - Aug 2023

Building relationships with high-profile individuals Customer profiling and finding synergy between members and potential leads. Assisting with event organisation (such as podcasts and masterclasses). Setting up QA Report Setting up new KPIs after completing QA Report Testing and feedback AI integration in business Creating Automations for personalisation segmentation Digital Marketing Conversion Rate Tracking Assisting the CEO by Filtering and organising interview for potential hires. Creating personalised proposals for potential clients

## Education & Training

2021 - 2024

### ● University For The Creative Arts

BA (Hons) Fashion Business and Management,,

2020 - 2021

### ● Morley College

UAL Level 4 Foundation diploma in fashion,,

2019 - 2020

### ● Kensington and Chelsea college

GCSE English language,

2019 - 2020

### ● Kensington and Chelsea College

GCSE Higher Mathematics,