



Asha Deria

Retail sales assistant

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Languages

English

About

With a rich background at Tiffany & Co. and ARTISAN PEOPLE, I've excelled in creating unforgettable shopping experiences through superior customer service, expert knowledge in fragrances and luxury goods, and a proven track record in sales. Passionate about elevating every customer's retail journey.

BRANDS WORKED WITH

- ARTISAN PEOPLE
- Outreach
- Tiffany & Co.

Experience



● Brand Ambassador

Tiffany & Co. | Oct 2023 - Jan 2024

Maintained strong relationships with key accounts in assigned territory through frequent contact. Worked with brand and account managers to drive and develop new products. Embraced customer first selling strategy to deliver positive customer experience and achieve daily sales goals. Educated customers about company products through product demonstrations. Communicated daily with team to recap campaign performance and make recommendations for next steps. Interacted face-to-face with customers to promote products and services and increase sales. Infused storytelling into marketing to cultivate trust from potential customers. Resolved customer concerns in adherence with company policy with customer satisfaction in mind.

● Retail Sales Assistant

ARTISAN PEOPLE | Oct 2021 - Aug 2023

Kept sufficient inventory supply and stock on shelves and in storerooms. Went extra mile to locate merchandise for customers by researching and calling associated retail branches. Processed cash and card payments during busy shopping periods to minimise customer waiting times. Explained products' benefits and value, engaging customers in new stock to drive sales. Performed closing duties such as cleaning windows and floors, securing shop premises and cashing-up tills. Received, processed and organised deliveries within tight deadlines. Addressed and resolved complex customer complaints to restore satisfaction and support customer loyalty. Organized front-end and window displays, applying merchandising standards to enhance shopping experiences. developed and maintained strong relationships with clients through exceptional communication and rapport building. Extensive knowledge of fragrances including what notes the scent has and brands and latest trends.

● Health Care Support Worker

| Nov 2021 - Jul 2022



● Outreach |

Maintained safe, secure clinical environments for optimal patient wellbeing and department compliance. Updated team weekly providing comprehensive reports and informing on any concerns. Ensured H&S regulations were adhered to at all times, and COVID policies were practised. Delivered dedicated care to improve the physical and mental wellbeing of patients in line with personalised health programmes. Maintained customer confidentiality at all times. Prepared patients for treatment, readying medical records and documentation required for clinical procedures. Remained calm and effective under pressure to maintain high care standards against performance targets. Supported patients with day-to-day wellbeing, including washing, dressing, feeding and medication administration. Worked with compassion, kindness and care to deliver exceptional patient-centred clinical services. Brand Development Sales Techniques Time management Customer service Client Acquisition Product Demonstrations

Education & Training

2023 - 2024 ● **University of Roehampton**
Bsc psychology,

2019 - 2020 ● **Richmond upon Thames College**
Master of Education,