Yitong Zhou

Sales Assistant

Languages

Mandarin (Native)

English (Fluent)

About

I have extensive fashion retail experience, excelling in customer service, product knowledge, and sales performance. I thrive in fast-paced environments and enhance shopping experiences through strategic inventory management and data analytics. Adaptable with a proven ability to engage diverse clientele effectively.

BRANDS WORKED WITH

Fan Fashion Buyer Store.   Zhejiang Zhongda New Times Textile Co., Ltd.

Hangzhou Surveying, Design and Research Institute Co., Ltd.

Experience

Sales Assistant (Part-Time) (Full - Time)

Fan Fashion Buyer Store. | Mar 2024 - May 2024

• Delivered exceptional customer service in a fast-paced fashion environment, consistently achieving sales performance by engaging effectively with a diverse clientele.
• Demonstrated expertise in product knowledge, effectively communicating the features and benefits of a wide range of fashion items to customers, enhancing their shopping experience and satisfaction.

Intern – International Apparel Trade Department

Zhejiang Zhongda New Times Textile Co., Ltd. | Nov 2021 - Jun 2022

• Improved inventory and supply chain operations, ensuring seamless workflow and on-time deliveries that enhanced
efficiency.
• Led a 20% surge in online store engagement by strategically curating product selections and optimising layout, in close collaboration with marketing and design teams.
• Leveraged advanced data analytics in Excel and PowerPoint to drive key business decisions, demonstrating proficiency in
managing and interpreting complex data sets.

Intern Assistant

Hangzhou Surveying, Design and Research Institute Co., Ltd. | Dec 2019 - Jul 2021

• Aligned urban planning initiatives with business objectives and societal demands, leading to measurable project outcomes.
• Contributed insights to urban regeneration efforts by conducting land use analysis and identifying development opportunities.
• Adopted cutting-edge technologies in urban redevelopment strategies, using social research and data analytics.

Education & Training

2022 - 2023   **UNIVERSITY COLLEGE LONDON**

Master of Science, Urban Planning

2018 - 2022   **The University of Auckland**

Bachelor ofUrban Planning (Honours),,