

Sasha Norton

Working history in Account Management, fashion & beauty retail, social media, and events.

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Links

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Languages

English

About

With a strong background in customer-centric roles, I excel in fast-paced retail environments, bringing exceptional service and sales expertise. Skilled at community management and account handling, I thrive on building relationships and meeting targets. Flexible and adaptable, I'm passionate about fashion and delivering memorable customer experiences.

BRANDS WORKED WITH

Love Spell Design

Maison Minerva

Marks & Spencer

notonthehighstreet

The Perfume Shop

Victoria's Secret

Experience



● Community Management & Customer Care Supervisor

The Perfume Shop | Jan 2021 - Now

Community Management - responding to all public and private social media enquiries and comments ensuring the brand's tone of voice is embedded and is consistent in every response (including using some humour in there where appropriate!)

Handling all customer care - emails, livechat and phone calls to ensure the customer journey with The Perfume Shop is seamless. Dealing with customer complaints. Queries include: order queries, loyalty programme advice and general shopping advice.

● Account Manager

for Pure London | May 2023 - Mar 2024

Pure London is the leading fashion buying event in the UK with the largest offering of womenswear collections. It brings the world together under the glorious roof of Kensington Olympia, a magnificent venue in central London twice a year, in February and in July. The event has been on for for over 25 years so Pure London is a very well known appointment for all key players in the fashion industry. Now collaborating with Just Around The Corner to offer a diverse and comprehensive portfolio of products and brands under the same roof at Olympia, making the event a one-stop destination for buyers' needs.

My role as Account Manager included:

- Successfully achieving/exceeding specified targets and performance objectives
- Driving in new business
- Account Management
- Being knowledgeable about the fashion market, customers, competitors and products in order to sell solutions to customers effectively
- Maintaining a strong sales pipeline through effective relationship building with designers and marketing people through call management and lead generation
- Ensuring accurate use and maintenance of system supporting sales activities (CRM and floorplan management)
- Ensuring sales administration activities (reports, meetings, sales plans) are completed in an effective and timely manner
- Competitor analysis and online research
- Attending Pure London shows

I specifically managed a sub-sector area of the show, that showcases streetwear, athleisure and gender-fluid collections. To grow this area I conducted substantial online research into brands I wanted to target, and I developed a detailed sales plan with tactics and milestones to help me achieve this. This included attending competitor shows, other fashion events and brand scouting.



● Account Handler (Locations)

JJ Media | Aug 2021 - Mar 2023

Built up a loyal client base including topfashion, beauty and luxury brands. I learnt how to nurture relationships, negotiate rates and excel at Account Management.

Consistently hitting sales targets (inbound leads). Organisation and management of my work load in order to handle up to 60 enquiries at anyone time. Secured a long-term partnership with TikTok. When dealing with any enquiry, I was always looking to cross sell the additional services and departments of JJ Media.



● Member Relations Manager

Paddington Works | Feb 2021 - Aug 2021

In my time here my day to day role included:

- Providing an exceptional member service, creating strong client relationships. Being the first point of contact and ensuring all members and guests are made to feel welcome and well looked after.
- Building walk (responsible for the presentation of the building)
- Responsible for all member move ins & move outs
- Liaising with members as required and helping with all and any issues
- Liaising with all colleagues as and when required to ensuring all relevant communications are distributed and managed
- Planning and organising member events - coming up with new ideas to keep members entertained and create a strong community feeling
- Providing an exceptional service in support to events and member's guests
- Utilising the 'Nexus' platform to manage all member services & the data contained within
- Setting-up meeting rooms, studios, and keeping maintained
- Supporting the set-up and breakdown of events (as requested by Events Manager & Production Manager)
- Providing a help desk service for all centre questions, issues, problems and manage ticketing system for repairs/fixes
- Managing all mail, parcels and couriers
- Providing a telephone reception service for all members
- Taking notes in team meetings, write-up and distribute to all attendees



● Head of Branding (Freelance)

Maison Minerva | May 2021 - Jun 2021

I created a Branding package (brand colours, clothing labels, packaging, website design ideas) Presented Marketing & PR strategies to help the brand grow



● Social Media & Researcher (Freelance)

Love Spell Design | Jan 2021 - Jun 2021

London based Wedding Dress Designer

Duties included:

- Researching key modelling agencies, Instagram influencers, photographers and wedding venues
- Generating & collating social media content (organic content and sourcing content from competitors) for Instagram



● Customer Assistant, Bra Fit Expert, and Head of Lingerie & Beauty

Marks & Spencer | May 2019 - Nov 2020

● Account Executive Intern

Sussudio PR | Jul 2020 - Aug 2020

Alongside completing my MA Dissertation, after seeing an opportunity advertised on LinkedIn I leaped at the chance - I worked on a book launch

for a brand new PR agency.

Duties included:

- Proofreading any press collateral
- Researching potential press contacts to target (utilising Gorkana to assist with this)
- Creating a media list
- Tailoring my pitch email to each journalist (based on what publication they work for and what they had written recently)
- Targeting/schmoozing journalists to gain national coverage



● **Sales Associate & Bra Specialist**

Victoria's Secret | Apr 2018 - Jan 2019

Education & Training

● **University of Southampton**

MA Fashion Marketing and Branding Distinction,

2016 - 2019

● **University of West London**

Ealing BA (Hons) Advertising & PR,

2014 - 2016

● **Peter Symonds College**

A Level- Media Studies 'A' & Sociology 'B' AS Level- Law 'A' & Italian 'C',