



Demi Bates

Fashion marketing and promotions graduate

[View profile on Dweet](#)

Languages

English (Native)

About

With extensive experience in luxury retail, I've excelled as a Senior Sales Associate at Zadig & Voltaire and a Sales Assistant at Selfridges OFFSPRING. I specialise in customer service, visual merchandising, and personal shopping, ensuring an exceptional shopping experience for clients.

BRANDS WORKED WITH

Selfridges OFFSPRING ladies

ARIPRI London

Zadig&Voltaire

Experience



● Senior sales assistant

Zadig&Voltaire | Oct 2022 - Jan 2024

Whilst working at Zadig & Voltaire, I had the opportunity to take on many roles and responsibilities in the store. After working there for three months I was promoted to senior sales assistant. This entailed having keys to the store and being responsible for the store and staff when the Manager or Supervisor was not present. I had to undergo challenging situations in the store with clients and staff members however with more time and experience it became second nature to me. Whilst being a sales assistant in a high end boutique I learned many ways to approach clients in a luxurious manner and made their experience enjoyable whilst being in the store. I learned how to retain personal clients and build a relationship via the business phone and in store. Having good customer service skills has helped me maintain a good relationship with clients and making sure I am fulfilling their needs and wants when they come to the store.

I have become comfortable with selling expensive items and materials. I have become familiar working with different types of leather and materials such as silk, cashmere and wool. I am confident in handling and selling these products to clients.

Within my role at Zadig & Voltaire I have become the VM assistant for the store. Following the lead VM's actions and rules, I have to implement the new drops and collections in the store. By placing items in a commercial way around the store and ensuring we are gaining a positive reaction from the store layout. This has been one of my favourite roles in the store as I get to embrace my creativity and play with clothes and accessories. It has given me more experience in a luxury brand and has given me more skills for the future.

● Sales Assistant

Selfridges OFFSPRING ladies | Oct 2021 - Aug 2022

In this role I have carried out a series of tasks, many of them is ensuring customers have world class experience when shopping at Selfridges, I have to ensure consumers are happy and comfortable shopping in this environment. Furthermore I have had to retrieve products for customers and ensure a successful transaction to make sure customer loyalty is in place. In addition I have to replenish stock and shop floor and upkeep a tidy environment.

● Personal Shopper

ARIPRI London | Aug 2021 - Sep 2021

Whilst studying at university, to understand some high end luxury designers, I did some personal shopping with an independent personal shopping brand. I had to look at clients requests and go and find the items they were looking for. The skills I gained from this experience were organisational skills, communication skills with clients and fulfilling their needs and also to become more apparent with designer goods and learning more about products.

Education & Training

- 2019 - 2022 ● **University of Westminster**
BA Fashion Marketing and Promotions,
- 2017 - 2019 ● **Greenford High School**
Extended Diploma In Business (QFC),
- 2012 - 2017 ● **Greenford High School**
E d u c a t,