



Ava Siena Cohen

Sales Assistant

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Languages

- English
- Italian
- Spanish
- French

About

With hands-on experience at James Lakeland and Centra, I excel in customer service, team collaboration, and product knowledge. Skilled in communication and problem-solving, I am adept at creating positive shopping experiences in dynamic retail settings, including managing closing down sales and training new staff.

BRANDS WORKED WITH

- Centra
- James Lakeland Ltd.
- Parla! La Rivista Studentesca

Experience

- Sales Staff**
 James Lakeland Ltd. | Oct 2023 - Now
 - Greeted customers with a friendly and helpful attitude
 - Assisted customers with locating products
 - Oversaw the Fenwick Bond Street closing down sale
 - Acted as a liaison between the Fenwick team and the James Lakeland team
 - Trained new team members
 - Cash handling experience
- Co-editor and Co-founder**
 Parla! La Rivista Studentesca | Nov 2020 - Now
 - Wrote and edited articles relating to Italian Studies
 - Created and co-managed the magazine's social media accounts
 - Created and assigned articles to writers
 - Maintained positive relationships with my co-editor and writers
- Sales Assistant**
 Centra | Oct 2022 - Jul 2023
 - Greeted customers with a friendly and helpful attitude
 - Assisted customers with locating products on the shop floor, particularly assisting customers who could not speak English
 - Worked well with other employees to ensure smooth operation
 - Focused on being a punctual, hardworking and reliable team member
- Teacher of ballet and pointe**
 | Sep 2019 - Jun 2022
 - Planned choreography for weekly classes of multiple levels
 - Taught in studios and over zoom
 - Devised choreography for showcases
 - Interacted effectively by email and phone with students
 - Provided individual feedback and adaptation for individual needs

Education & Training

- 2022 - 2023 ● **Trinity College Dublin**
 MPhil, Comparative Literature, Comparative Literature/Italian
- 2018 - 2022 ● **Durham University**
 BA, Modern Languages and Cultures,
- 2011 - 2018 ● **North London Collegiate School**
 Pre-U,