



# Michelle Ruales

Retail Sales Assistant

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## Languages

Spanish

English

## About

With over 4 years in retail, I excel at enhancing shopping experiences and visual merchandising, boosting sales by 80%. Fluent in English and Spanish, adaptable to dynamic environments, my skills in inventory management and customer service are unparalleled. Passionate about delivering excellence on the shop floor.

### BRANDS WORKED WITH

- Burger King
- Piccadilly Circus
- Surrey Quays
- Travelodge Hotel

## Experience



### ● ASSISTANT MANAGER

Burger King | Jan 2020 - Jan 2023

- Closely monitored inventory items and supervised team members food preparation and handling procedures to ensure they observed health and safety standards.
- Balanced the restaurant cash register daily, reconciled transactions, and made bank deposits.
- designed and led food service training programs for staff to learn how to work at multiple workstations and offer friendly guest service.
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### ● RETAIL ASSISTANT

Surrey Quays | Jan 2017 - Jan 2020

- Provide shopping advice to clients and help locate required products.
- Deliver an excellent shopping experience by resolving all customer complaints.
- Arrange and label goods and conduct price audits to address discrepancies.
- Increased sales by 80% through visual merchandising.
- Saved more than £150K in 2019 by eliminating excessive inventory.

### ● RETAIL SALES ASSISTANT

Piccadilly Circus | Jan 2016 - Jan 2017

- Processed cash and card payments for purchases and returns.
- Ensured all purchased products were nicely presented when bagged up.
- Retrieved items from the stock room when required, such as when the customer tries on an item and does not like it.
- Put clothes aside for 48 hrs at customers requests
- Processed cash, card and mobile payments and had a perfect balance till.

### ● RECEPTIONIST

Travelodge Hotel | Jan 2014 - Jan 2016

- Provided excellent customer service by promptly answering and directing all incoming calls, reducing call waiting time by 20%.
- Ordered and distributed office supplies and achieved a 15% underspend on budget through supplier price negotiation.
- Performed a variety of general admin tasks including handling cash and credit payments.
- Logged in and filed incoming documents and client information whilst adhering to GDPR requirements.

## Education & Training

2014 - 2015

### ● Lewisham college

English C1,

- 2014 - 2015 ● **Lewisham college**  
BTEC IT Level 2,
- 2013 - 2014 ● **Lewisham college**  
English B2,
- 2013 - 2014 ● **Lewisham college**  
BTEC IT Level 1,
- 2016 ● **Lewisham college**  
Business Level 1,