



# Pooja Shegokar

With experience of 6 years in Retail sales in the beauty industry, now searching for new and interesting opportunities in the UK.

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## Links

- [Blog](#)
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## Languages

- English
- Hindi
- Marathi

## About

Highly motivated and results-oriented Beauty Brand Sales Associate with over 6 years of experience exceeding sales targets in dynamic retail environments across Mumbai and Pune. Proven ability to navigate diverse customer needs and preferences, consistently exceeding satisfaction through personalized consultations and product recommendations across established brands (Nykaa) and trendy, up-and-coming lines (Sugar Cosmetics). Adept at promoting niche and private label products, contributing to a 10-15% increase in sales. Strong understanding of evolving beauty trends and ability to connect with a broad customer base, including budget-conscious shoppers (Zudio). Recognized for exceeding sales goals and fostering a positive brand image through engaging product demonstrations and workshops. Eager to leverage expertise in a challenging and growth-oriented role within the premium beauty retail sector.

### BRANDS WORKED WITH

- London Represents
- Zudio
- SUGAR Cosmetics
- Nykaa

## Experience



### ● PR & Social Media Marketing Intern

London Represents | Oct 2023 - Now

- Being an intern (London Fashion Week) I have handled the Youtube channel of London represents
- Learned organizational and interpersonal skills.
- Learned how the fashion event industry works.



### ● Beauty Advisor

Nykaa | May 2022 - Jan 2023

Aided customers in navigating Nykaa's extensive makeup and skincare offerings, providing personalised recommendations based on skin type, preferences, and budget which matched an accuracy rate of 95%.

Achieved a "Customer Champion" badge consistently for exceeding client satisfaction ratings by 70% through exceptional service and in-depth product knowledge.

Played a key role in promoting niche and up-and-coming beauty brands within the store, contributing to a 10% increase in sales for these brands.

### ● Beauty Consultant

Zudio | Feb 2021 - Jan 2022

Successfully positioned Zudio's private-label makeup line as a high quality, yet affordable option for budget-conscious customers, increasing sales by 15%.

Developed a strong understanding of makeup trends popular amongst young adults, effectively recommending products that aligned with their preferences.

Maintained a positive and engaging presence on the shop floor, actively interacting with customers and educating them on Zudio's beauty offerings.



### ● Sales Representative

SUGAR Cosmetics | Mar 2019 - Oct 2019

Championed Sugar Cosmetics' vibrant and playful brand image, exceeding sales targets by 12% through engaging product demonstrations and personalised consultations.

Achieved recognition for exceeding sales of Sugar's bold lipstick

collections, effectively showcasing their diverse colour range and high-quality formulas.

Collaborated with the store manager on hosting interactive makeup workshops featuring Sugar products, generating excitement and increased brand awareness.

## Education & Training

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- 2023 - 2024 ● **Glasgow Caledonian University**  
MBA, Luxury Brand Management
- 2019 - 2022 ● **Indira college of commerce and science**  
Master of Business Administration, Human resource