



# Ammarah Ahmed

Luxury Sales Associate

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## Links

[LinkedIn](#)

## Languages

English (Native)

Arabic (Basic)

## About

With a rich background in luxury retail at Harrods and Selfridges, I specialise in customer engagement, upselling, and visual merchandising. My ability to surpass sales targets and maintain client relationships makes me ideal for dynamic retail environments.

### BRANDS WORKED WITH

Harrods

Selfridges

## Experience



### ● Sales Associate

Harrods | Feb 2021 - Now

Interacted and engaged with customers, providing guidance and expert advice to influence purchase decision best suited to them Ensuring that I'm caught up with admin and emails and contacting customers with more information on products Carrying out visual merchandising tasks to appeal to customers Meeting and exceeding monthly targets set out Maintaining customer relationships and boosting customer returns. Li- aised with customers to determine needs, provide recommendations and upsell services. Employed strategic sales and upselling techniques, providing in depth product knowledge to increase sales.



### ● Sales Advisor

Selfridges | Jan 2021 - Jan 2022

Greeting customers with a positive demeanour and providing excep- tional customer service by listening and assisting customers in exceed- ing their needs, demonstrating an excellent knowledge of the products Managing the visual display of the products in accordance with visual standards Accepting deliveries and organising new stock within the stock rooms as-well as the shop floor Assisting my colleagues in order to get through any tasks at hand, and being collaborative and proposing ef- fective solutions and ideas Maintained excellent customer relationships, boosting client retention rate Personal shopping for penthouse clients. Gave excellent advice to maintain consistently high sales.

## Education & Training

2023 - 2027

### ● University of Westminster

Bachelor of Biomedical Science,