



Aaditya Sony

Sales and Marketing Assistant

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Languages

English (Fluent)

Hindi (Fluent)

About

Experienced Sales Team Member with a strong background in luxury retail. Proficient in customer service, achieving sales targets, and product knowledge. Skilled in handling transactions, upselling, and assisting customers to find the best products. Adaptable and efficient in dynamic environments.

BRANDS WORKED WITH

- ATC Ltd
- Taj Group of Hotels and AB InBev
- Crepdog Crew

Experience

● Sales and Marketing Assistant

ATC Ltd | Jun 2022 - Apr 2023

Orchestrated events and managed communication channels effectively. Prioritized exceptional guest care, promptly addressing and resolving their concerns. Spearheaded the company's presence on Social Media, resulting in a 20% surge in monthly enquiry calls. Conceptualized and executed advertising billboard campaigns in strategic market areas. Fostered lasting relationships with guests, cultivating a base of loyal, repeat clientele.



● Team Member/ Sales Assistant

Crepdog Crew | May 2023 - Aug 2023

Achieved daily sales targets by maintaining up-to-date knowledge of sales promotions and inventory to inform customers of the latest deals and product availability. Assisted in opening and closing the store, ensuring all procedures were followed accurately and efficiently. Understanding customer needs and assisting them find the best product. Processing transactions accurately and efficiently at POS while promoting add-on items and loyalty program. Supported fellow partners during high-volume periods to maintain smooth store operations and meet customer demands. Continuously enriching my knowledge on brand and luxury products to help customers give better guidance.

Education & Training

2023 - 2023

● Queen Mary University of London

Master in Management, Business Management