



# Leya Shah

Showroom and Sales coordinator

London, UK

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## Links

[LinkedIn](#)

## Languages

English

## About

An experienced and reliable professional with strong communication and interpersonal skills, passionate about customer service and delivering excellence. I am a competent user of Microsoft office applications such as Excel and stock management systems including ILevel. I am an innovative and enthusiastic creative looking to apply extensive and varied skills to a new and challenging role.

### BRANDS WORKED WITH

- Asiana TV
- London Fashion Week Menswear
- Morgan Stanley
- Nova of London
- Reserved
- Shift London
- Waitrose & Partners
- We Are Village PR

## Experience

### ● Showroom and Sales Coordinator

Nova of London | Sep 2021 - Feb 2023

- Ensuring showrooms are complete with all the relevant up to date samples
- Managing the showroom calendar and planning to facilitate customer visits
- Providing support to sales team for customer accounts, checking stocks and providing information needed for accounts to place an order
- Work with suppliers in China, India and Pakistan ensuring deliveries are met and everything is on track
- Manage all client collections, sample movement and returns
- Assist with planning and execution of showroom events including booking transport for staff and clients
- Assisting with raising and maintaining PO's on the database
- Resolve any customer issues in a timely manner providing a high level of customer service
- Responsible for executing trade show twice a year showcasing next seasons product, build new relationships with customers at the show
- Assist during appointments – list selections, present collections, write up orders, merchandising
- Being the first point of contact for all suppliers and wholesale customers visiting the showroom and the go-to contact
- Maintain an excellent relationship with clients

### ● Digital Content Creator

Asiana TV | Aug 2021 - Sep 2021

- Managing the day-to-day running of the company's main social media accounts
- Maintaining strong social media and brand presence across Facebook, Instagram and TikTok platforms
- Create content daily to post on stories, Instagram grid and video content which was appealing and engaging to the audience
- Monitoring online presence of the company's brand and engaging with users, strengthening audience relationship
- Maintaining and updating social media platforms with daily fresh new content, organising and co-ordinating all necessary visual assets and planning for the upcoming weeks ahead on what to post that is relevant

### ● Chief sub editor

Shift London | Oct 2019 - Jan 2020

- Researching across all current affairs to ensure relevant content for the websites target audience
- Editing peoples work before it would be posted online to the website making sure all images were captioned, all relevant information was in place and that the piece was well written and interesting for the reader
- Conducting interviews and focus group via zoom, teams, telephone calls and face to face
- Creating and editing content for broadcast and podcast content for the



website

-Ensuring all work followed the \_shift style guide and website theme



### ● Sales Assistant

Reserved | May 2019 - Mar 2021

- Achieve personal targets and KPIs, alongside supporting the store to achieve targets
- Supporting the management team where possible
- Answering the phone, helping customers with any complaints or queries
- Processing orders, refunds and customers transactions via both cash, card and gift card payments
- Stocking clothes, shoes and accessories as well as maintaining and cleaning the shop floor
- Maintaining knowledge of current sales, discounts and promotions and informing customers to help their in-store experience

### ● Showroom Assistant

We Are Village PR | Feb 2019 - Mar 2019

- Working alongside other fashion interns doing showroom duties such as sample management, assisting with events and maintaining the showroom
- Track media coverage of fashion week events and creating reports to evaluate the events success and influencer coverage
- Processing and packing orders on a daily basis via Fashion GPS
- Answering calls and emails, scheduling meeting and phone calls for clients
- Ensuring excellent customer service when delivering mail, arranging couriers to come to the showroom and executing deliveries by hand
- Dealing with couriers and shipping companies, as well as booking samples onto vans and bikes for same day urgent deliveries
- Acts as first points of contact to all staff, couriers and clients coming to visit the showroom

### ● Intern

London Fashion Week Menswear | Jun 2018 - Jun 2018

- Volunteering as an intern to work London fashion week menswear for PR agency Village helping backstage and setting up for menswear shows such as Berthold and Ben Sherman
- Helping those watching the catwalk find their seats and answer any questions and enquiries
- VIP and check in host at the event for those coming to watch



### ● Sales Assistant

Waitrose & Partners | Aug 2017 - Sep 2018

- Customer service and replenishment
- Checking customers identification when they are purchasing alcoholic beverages
- Cashier training
- Implementing challenge 25 policy
- Replenishing stock on shelves, dealing with reductions on the shop floor, ensuring coffee machine was full and in use December 2013



### ● Admin Assistant

Morgan Stanley | Dec 2013 - Dec 2013

- Two-week work experience placement, gaining valuable experience within a variety of areas including IT skills, presentation skills, punctuality and self confidence
- Helping planning meetings and preparing conference rooms
- Creating spreadsheets for managers and shadowing their daily tasks

## Education & Training

2017 - 2020

### ● University of the Arts

Bachelor of Arts,

- 2015 - 2017 ● **Mossbourne Community Academy**  
3 A Levels: Media Studies, Mathematics & English Literature,
- 2010 - 2015 ● **Mossbourne Community Academy**  
GCSE, 11 passes including Mathematics & English,