

Riad Cherifi

I am ambitious and passionate about my work. Because I love what I do.

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Languages

Arabic

English

About

I am an organised and dedicated retail professional with extensive experience as a sales assistant at Toys"R"Us and The Perfume Shop. Skilled in customer service, cash handling, and stock management. Adaptable to various retail environments and highly reliable for temporary roles.

BRANDS WORKED WITH

- Design Museum
- DFS
- Heathrow Airport
- L'ETO Caffe
- The Colonnade Hotel
- The Perfume Shop
- Toys"R"Us
- Foot Locker
- Swissport

Experience

● Barista

L'ETO Caffe | Jul 2023 - Oct 2023

I was responsible for creating and serving beverages, mostly coffee, as well as providing customer service. preparing and serving a variety of coffee drinks along with pastries and cookies. I also Welcome customers by determining their coffee interests and needs.



● Aircraft De-icer/ cabin cleaner

Heathrow Airport | Aug 2022 - Dec 2022

Key Responsibilities
Deicing is normally accomplished using heated water or solutions of heated water and FPD fluids, often followed by anti-icing using cold, Type II III or IV that have a longer HOT. Safely drive large vehicles around aircraft while deicing operation is being performed. Also high lift, The main aim of the role will be to work closely with the aircraft cabin cleaning teams , I ensure all items required onboard the flights are loaded onto the vehicles in cages and delivered in a safe and timely manner to the aircraft



● Senior Barista

Design Museum | Dec 2021 - Mar 2022

Key Responsibilities
Working at a high pace to fulfil customers needs
Cleaning work areas, coffee machines and equipment
Creating drinks for a customer based on his or her individual preferences
Keeping track of inventory and placing new orders



● Barista

The Colonnade Hotel | Nov 2021 - Dec 2021

Key Responsibilities
Working at high pace to fulfil customers needs.
Keeping track of inventory and placing new orders
Cleaning work areas, coffee machines and equipment
Grinding coffee beans
Creating drinks for a customer based on his or her individual preferences



● Warehouse Operative

DFS | Jan 2021 - Jul 2021

- Working at a high pace to fulfil orders within a given time
- Carrying heavy items when restocking the warehouse
- Communicating with colleges to make sure all orders are being fulfilled
- Being organised within work stations and packing bags

- Relaying and communicating with delivery drivers to ensure they pick correct orders
- Relaying and communicating with customers via app to ensure they are satisfied
- Motivating myself and others to guarantee tasks will be completed with standard
- Multitasking; more often than not doing multiple tasks
- Giving feedback to management on how to improve fulfilment speed



● Retail Sales Assistant

The Perfume Shop | Aug 2018 - Aug 2019

- Keeping count of how many bottles
- Setting targets and Achieving them
- Working at the till
- Fully trained on tills and customer service



● Retail Sales Assistant

Toys"R"Us | Oct 2016 - Jan 2021

Key responsibilities

Communicate with customers and meet their various needs.
Put customer satisfaction at the very top of your priority list.

Key achievements

I have confident verbal communications as demonstrated by delivering presentations in front of a large group, feeding back proposals to

senior managements and negotiating improvements to business processes across different departments.

In Leadership I have had experience finding people as I was team leader on

a number of projects, both finding my university studies and as part and as part

of my job at nosiness change.

Researching, I have experience of and talent for investigating, analysing and researching a variety of differences and offering practical improvements and

solutions for the benefit of the organisation.

Education & Training

● City of Westminster College

A-Level or equivalent in Engineering,