

Ava Johnson

Luxury Retail Specialist

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A seasoned luxury retail professional with 5+ years of experience, adept at cultivating bespoke shopping experiences for a high-end clientele. Distinguished by my in-depth product knowledge, brand representation acumen, and commitment to exceeding sales goals. Eager to leverage my expertise at a world-class luxury establishment.

EXPERIENCE

Luxe Brand Boutiques, Luxe City

June 2019 - Present

Lead Luxury Sales Associate

- Enhanced overall sales by 25% through targeted client engagements and personalized service.
- Orchestrated and led brand representation at three international luxury expos, cementing brand loyalty.
- Pioneered the coordination of exclusive in-store VIP events, leading to a 40% increase in repeat business.
- Regularly liaised with global clients, enriching relationships and maximizing sales opportunities.
- Led training initiatives for new team members, emphasizing luxury sales techniques and brand values.

Elite Couture House, Luxe City

January 2017 - May 2019

Sales Executive

- Assisted clients with tailored luxury fashion recommendations, supporting a 15% YoY sales growth.
- Contributed to visual merchandising, resulting in a 20% increase in store visits.
- Supported the launch of three new luxury collections with positive feedback.

EDUCATION

Luxe University, Luxe City

Graduated - 2016

Bachelor of Arts in Fashion Merchandising

CERTIFICATIONS

- Luxury Brand Ambassador Program, Global Luxury Institute, 2019
- Premium Customer Service Excellence Training, 2018

SKILLS

- Client relations
- Familiarity with luxury brands
- Trend monitoring
- Sales techniques
- Team collaboration
- Visual display basics
- Cross-cultural interaction
- Inventory management
- Language skills

INTERNSHIP PROJECTS

1. Inventory Analysis | Elite Couture House, Spring 2017
 - Assisted in auditing store stock, reducing mismanaged items by 10%.
 - Suggested effective storage techniques, later adopted.
2. Customer Feedback Initiative | Elite Couture House, Summer 2017
 - Helped design a feedback survey, gathering 500+ responses.
 - Feedback led to improved in-store shopping experiences.
3. Digital Catalog Creation | Elite Couture House, Fall 2017
 - Aided in creating an online winter collection catalog.
 - Boosted web traffic by 20%.

AWARDS & RECOGNITION

- Awarded "Luxe Retailer of the Year" by Luxe Brand Boutiques in 2020 for outstanding performance and innovation.
- Received the "Outstanding Sales Achiever" accolade from Elite Couture House in 2018 for exemplary sales dedication.

LANGUAGES

English (Fluent), French (Conversational), Spanish (Beginner)

PERSONAL INTERESTS

- Collecting handbags.
- Enjoying local fashion shows.
- Exploring different travel spots.