

## **Tayah Anderson-Barnett**

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### Professional Profile

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I am a hard-working, motivated individual who has developed a mature approach to any task that I undertake. My career aspirations include working in the business field, specifically marketing as I have a real passion for this side of the business functions. I am due to gain a BSc in Marketing and Management (expected 2.1) and have gained several skills at university. I work very well under pressure and learn new tasks and skills efficiently. Due to my determination, confidence and positive attitude I believe I could progress and build a prosperous career. I am excellent in working with others to achieve goals; however, I am also able to work independently to meet targets and get jobs done on time and with excellence.

### Core Skills & Achievements

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- Microsoft Word, PowerPoint, Excel
- Knowledge of Social Media
- Leadership Skills
- Presentation Skills
- Customer Service
- Organisation
- Business Sixth Form Student of the Year 2017
- Basketball and Netball MVP
- Basketball School Team Captain

### Education

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- **BSc (Hons.) Marketing and Management, Queen Mary, University of London (Expected 2.1): 2017- Present.**  
Grade: 2.1 (Expected)  
Modules covering all aspects of marketing and management including but not limited to: Marketing principles, Strategic Marketing, Services Marketing, Creative Brand Marketing, Digital Marketing, Quantitative Analysis and Fundamentals of Management.
- **A (2) Levels / AS Levels, Chadwell Heath Academy Sixth Form: 2015 - 2017**  
Subject: Business Studies. Grade: A  
Subject: Accounting. Grade: B  
Subject: Psychology. Grade: B
- **GSCE, Chadwell Heath Academy: 2010 – 2015**  
9 passes including Mathematics, English, Additional Science and Business Studies

### Career Summary

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**Feb 2017 – Present**      **Victoria's Secret  
Sales Specialist**

#### *Outline*

Reporting to line manager, driving store and personal targets, I am responsible for giving expectational customer service and dealing with customer enquiries from a wide customer base.

#### *Key responsibilities*

- Promoting customer loyalty to the brand by getting to know the customers via lifestyle questions and building strong bonds and personal relationships. This involves my regular customers coming back and asking for me specifically.
- Motivating my fellow associates through regular updates on conversion rates of customers and how to motivate customers to buy more as well as techniques, helping reach target numbers.

- Efficiently connecting with multiple customers during peak periods to offer great, luxury customer service experiences to everyone, despite being busy to recognize their importance to us.
- Regularly giving feedback to managers on best-selling stock to ensure availability of products for me to sell to my customers.
- Achieved £60,000 in sales individually in December on a part-time basis.
- I was promoted from Sales Associate to Sales Specialist within my first year at Victoria's Secret due to my selling behaviors.
- Maintaining a clean and healthy work environment by ensuring the store always looked its best and was clean.

**Feb 2018 – Jul 2018      Samsung Experience Store.  
Customer Service Ambassador**

*Outline*

Reporting to management, I had to ensure that I was always available to serve customer needs and teach customers about the new technology in which Samsung had launched and included.

*Key Responsibilities*

- Adapting my selling technique depending on which type of customer I am talking to, so if they do not get what they want they still leave satisfied.
  - Doing research to gain valuable knowledge about the products I am selling, allowing me to accurately identify which product is best for which consumer.
  - I completed Samsung Level 1 engineering training, allowing me to accurately diagnose technical issues and faults using high level software systems.
  - Achieved top of the district against other stores in sales 4 times.
- I regularly got good feedback from management and was rewarded three times with vouchers to shops I like for best seller of the month.

**Oct 2016                      Westmill Foods**

*Outline*

Work experience with Westmill foods, one of Europe's biggest international food companies. Here, I worked closely with the finance and marketing department to gain some extra knowledge.

*Key responsibilities:*

- Shadowing the commercial finance and financial control team.
- Working with the finance department and their relevant business partners I learnt about promotional evaluation and the impact promotions had on Westmill, forecasting for promotions and VAT.
- However, when introduced to the marketing team I saw the interactive nature of the role and the impact strategies implemented by the marketing team has.
- Westmill has shown me how important the different roles are and the interlink between the teams in order for successful business.

**Jun 2016 – Jan 2017      Office Shoes  
Sales Associate**

*Outline*

Reporting to store manager whilst working on the shop floor. This role was my first customer service role and enabled me to develop some real customer service skills, whilst also further developing my independence and competence within the workplace.

*Key Responsibilities*

- Being brand ambassador to offer a friendly and warm welcome in to the store.

- Ensuring a great customer experience by styling customer outfits with the perfect product to match.
  - Helping management with where to place inventory to ensure sales.
  - Using initiative to show customers alternative products which will still fulfil their needs and encourage loyalty.
- I was awarded with employee of the month for a good sales focus.

## Personal Information

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- Interests:**
- Gym
  - Music
  - Beauty
  - Travelling and seeing new things to learn about other cultures
  - Food-Visiting new restaurants to try different foods
  - Reading

## References available on request

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