

TESSA JONES



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<http://LinkedIn>

SENIOR SALES ASSISTANT

Delivers a personalised customer experience that results in sales

My first role was Sales Assistant for Smiggle before completing my Hairdressing Diploma and commencing as a Hair Stylist with Big Hair. Along the way, I have discovered that my strength is in generating retail sales by connecting with customers. Applying my interpersonal skills and friendly approach to build a quick and easy rapport.

Over the past six years, I have achieved set sales targets every quarter and been delegated the responsibility of training staff in techniques to meet sales and booking targets. I have built a loyal customer network with long term repeat business. I maintain my product knowledge to assist customers with on trend and up to date advice.

SUMMARY OF EXPERIENCE

Senior Hair Stylist; Big Hair, Aug 2016 – Current

Trainee | Hair Stylist; Big Hair, Jan 2013 – Dec 2015

Sales Assistant; The Just Group, Sep 2012 – Aug 2016

SELECTED HIGHLIGHTS

- ✓ **Implemented a two-part incentive program for staff at Big Hair;** included monetary target and a client rebooking target. Client return increased by 25%.
- ✓ **Achieved retail sales targets each quarter for Big Hair;** demonstrated sales skills, able to determine customers' needs and sell appropriately targeted retail products.
- ✓ **Met Daily VIP Membership Sales Target at Smiggle;** an important marketing strategy that encourages return to store. Able to communicate benefits to customers and achieve sales.

TESTIMONIAL

"Tessa has been cutting and colouring my hair for over three years. Tessa is not only an excellent stylist and colour technician but also an incredibly friendly and flexible person. I highly recommend Tessa. She is an excellent communicator and would be an asset to any future team environment."

Chelsea Williams; Client

EXPERTISE OFFERED

Record & Analyse Sales Data
Data Entry & Data Integrity
Staff Training & Support
Address Customer Needs

Financial Administration
Procedure Implementation
Analyse Customer Behaviour
Customer Engagement

Accounts & Invoicing
Stock Ordering & Stock Control
Information Management
Advanced Computing Skills

PROFESSIONAL EXPERIENCE

Big Hair

Family owned hair salon. Worked alongside four hair stylists and beautician.

Senior Hair Stylist

Aug 2016 – Current

Trainee | Hair Stylist

Jan 2013 – Dec 2015

Commenced with Big Hair as a trainee during completion of Hairdressing Diploma. Promoted multiple times, first to Hair Stylist and then Senior Hair Stylist. The role had a strong focus on retail product sales.

Cut, coloured and styled clients hair. Built rapport with clients and educated on hair care and styling. Kept up to date with new products and techniques. Achieved sales and booking targets. Sold retail products. Supervised staff, ensured staff received required training. Balancing end of day and salon lockup.

Achievements:

- ✓ **Implemented a two-part incentive program for staff;** included monetary target and a client rebooking target. Client return increased by 25%. Salon productivity increased and staff confidence.
- ✓ **Achieved retail sales targets each quarter;** demonstrated sales skills, able to determine customers' needs and sell appropriately targeted retail products.
- ✓ **Delivered staff education and training;** led team education sessions on cutting, colouring, salon responsibilities, OHS procedures, sales and marketing strategies.
- ✓ **Wrote salon policy and procedures;** produced well-written documents, clear with all required information — increased staff knowledge and professionalism.

The Just Group

Operates over 1K retail outlets across seven brands in Australia, New Zealand, Singapore & the UK.

Sales Assistant | Smiggle

Sep 2012 – Aug 2016

Weekend role held alongside completing Hairdressing Diploma. Provided customer service to customers in store. Assisted with store merchandising and promotional displays. Achieved sales targets in target driven sales environment.

Achievements:

- ✓ **Achieved Daily VIP Membership Sales Target;** important marketing strategy that encourages return to store. Able to communicate benefits to customers and achieve sales.
- ✓ **Maintained Awareness of Special Promotions and Marketing Campaigns;** supported promotions and sales strategy in store. Promoted special offers and discounts to encourage purchases.
- ✓ **Turned 'Requests for Refunds' into 'Sales';** communicated with persuasion to encourage exchange and promoted products to make sales in place of refund.

EDUCATION

Certificate IV in Customer Engagement; TAFE 101, 2018

Diploma of Hairdressing; Australian Academy of Hairdressing, 2015

PROFESSIONAL DEVELOPMENT

Certificate GHD Extreme; 2016

TECHNICAL KNOWLEDGE

Microsoft Office Suite: Outlook | Word | Excel | PowerPoint

Appointment & CRM Database