

# NAOMI AMAR

• fashion marketing graduate •

## ABOUT ME

I graduated in fashion marketing at LaSalle College in April 2020. I'm an experienced salesperson with a demonstrated history of working in the luxury retail industry. I'm skilled in sales, fashion retail, building strong relationships and social media.

## EDUCATION

2014 - 2017 • Dawson College  
General Social Science, Commerce  
On the honor roll for academic  
excellence

2017 - 2020 • LaSalle College  
Fashion Marketing

## EXPERIENCE

### August 2020 **Christian Louboutin**

- Present

Sales Associate

- Providing outstanding customer service
- Making weekly newsletters
- Building and maintaining a loyal client base
- Providing clients with product knowledge
- Informing clients of new arrivals
- Working as part of a team to meet individual, boutique, and brand objectives

November  
2020

### **Valentina Boutique**

Web Designer

- Create a beautiful website for a local boutique
- Ensure the website design meets the brief
- Ensure all designs produced deliver a great user experience

April 2018 -  
August 2020

### **Holt Renfrew Ogilvy**

Sales Associate

- Consistently deliver extraordinary service to all customers
- Exceed all sales and service goals and targets
- Build a loyal personal client base by constantly acquiring new customers, developing existing clients, and retaining loyal clients
- Communicate regularly with personal clients through phone, mail, and electronic methods regarding in-store events, merchandise requests, sales follow-up, birthdays, etc
- Attend all educational sessions offered including product knowledge, vendor, and Holt Renfrew seminars
- Perform floor recovery, price change, and related sales support tasks
- Resolve all customer service issues and partner with selling management on any issues outside of guidelines
- Comply with all Health & Safety policies and requirements
- Perform other duties, as assigned

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## EXPERIENCE

- May 2017 - February 2018**     **Comptoir400**  
Waitress
- Providing excellent service to ensure satisfaction
  - Taking customer orders and delivering food and beverages
  - Making menu recommendations, answering questions, and sharing additional information with restaurant managers
- November 2017**     **BTQ LeGrand**  
Fashion Stylist
- Styling models for a photoshoot
  - Choosing co-ordinating outfits for models
  - Choosing props and accessories
  - Making sure to stay within the company's budget

## EXTRACURRICULAR / VOLUNTEER

- Fall 2018**     **SMCL - Soirée Mode College LaSalle**  
LaSalle College  
Organised a fashion show. Chose the layout and decorations of the room and catwalk, scouted models, sent invites, social media promotions, found sponsors, and more
- Fall 2017**     **Fashion Preview Fashion Show**  
UQAM  
Dressed the models, helped with the set-up of the fashion show
- Fall 2017**     **Xpress Mode**  
LaSalle College  
Helped students sell clothes to fund their graduation
- Summer 2016**     **CJA Super Sunday**  
Federation CJA  
Helped the homeless and the needy
- Autumn 2015**     **OVO Fertility**  
Montreal  
Helped the women's health clinic by preparing activities for kids

## REFERENCES

Available upon request