



SUSHMA DEVI

Ward no. 30, Near Lahari Dharamshala, Station Road, Tilaknagar,
Begusarai-851101

PROFILE

Experienced and trustworthy gold jewellery professional with over 12 years of expertise in retail sales, customer relationship management, and product knowledge within the luxury jewellery industry. Known for delivering exceptional service, building lasting client relationships, and maintaining high standards of honesty and integrity. Adept at showcasing collections, understanding customer preferences, and ensuring smooth day-to-day store operations. Passionate about gold craftsmanship and committed to upholding the reputation of premium brands.

WORK EXPERIENCE

Gitanjali Jewels

2012-2016

SALES EXECUTIVE

- Assisted customers in selecting gold and diamond jewellery pieces, offering product recommendations based on personal preferences and occasions.
- Maintained in-depth knowledge of jewellery collections, hallmarking, purity standards, and ongoing promotions to drive informed sales.
- Delivered warm, high-quality customer service, contributing to repeat business and customer loyalty.

Tanishq

SALES EXECUTIVE

2017-2019

- Successfully completed Tanishq's in-house training program at Patna, gaining expert-level knowledge in hallmarking, gemology basics, customer profiling, and ethical gold standards.
- Spearheaded the promotion and sales of several designer collections, with notable success in the Padmavat Collection, admired for its intricate royal aesthetics.
- Developed strong consultative selling skills, helping customers choose jewellery based on personal taste, cultural significance, and occasion suitability.
- Educated clients on purity (BIS hallmark), diamond grading, and gold exchange policies, enhancing trust and transparency.
- Achieved and consistently exceeded individual sales targets, contributing to overall showroom performance.

Reliance Jewels

2019-PRESENT

- Played a key role in establishing the brand's local presence during its early expansion phase, drawing on deep knowledge of the jewellery market and customer expectations.
- Advised store setup strategy with valuable insights from prior experience at Tanishq and Gitanjali, contributing to smoother launch operations.
- Actively involved in the launch of new jewellery collections, offering customer-centric suggestions for display, styling, and promotion.
- Built long-term relationships with a wide clientele base by understanding regional preferences, offering tailored recommendations, and ensuring after-sale satisfaction.
- Mentored junior staff, sharing expertise in purity standards, customer engagement, and ethical sales practices.
- Played a central role in achieving store targets, boosting footfall through word-of-mouth and repeat customers.

CONTACT

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Begusarai, Bihar

EDUCATION

HIGH SCHOOL, BHAGALPUR

1ST DIVISION

INTERMEDIATE,

BHAGALPUR

1ST DIVISION

SKILLS

- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English
- Hindi