

Ningrui Zhang

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PROFILE

A result-driven individual with 2 years of work experience in luxury retail, complemented by an MA degree from London College of Fashion and certification in Fashion Buying&Merchandising. Skilled in exceeding sales targets and delivering exceptional customer service within high-end and dynamic environments. Proficient in Microsoft Excel, CRM and Digital Marketing with a proven ability to increase brand awareness and drive sales growth through strategic planning and creative execution. Effective verbal and written communication skills both in English and Chinese, showcasing a strong ability to build long-term relationships with clients and stakeholders.

EDUCATION

Fashion Artefact, Master | London College of Fashion, UAL, London Sep 2019 - Jan 2021
Gemology and Material Craftsmanship, Bachelor | Nanjing University Jinling, China Sep 2015 - Jun 2019

SKILLS

Hard Skills: CRM systems · MS Excel · Market Research · Digital Marketing · Website Management · SEO · Adobe Software · Analytics and Reporting · Knowledge of the Luxury Fashion · Basic HTML, CSS and C language
Soft Skills: Sales · Communication · Customer Service · Engagement · Teamwork · Multi-Tasking · Organization

PROFESSIONAL EXPERIENCE

Freelance Travel Marketing Consultant&Sales, Self-employed, London Jun 2023 - Feb 2024

- Built and maintained the aesthetic and functional aspects of the **websites**.
- Optimized **site performance** by analyzing insights regarding experience, engagement and conversion.
- **Identifying potential sales leads** by developing **SEO & PPC** strategy with **Google Analytics**.
- Crafted **digital marketing** content that significantly enhanced brand visibility and **customer awareness**, achieving a single post with 8.5k likes.
- Coordinating with local suppliers, personalized client journeys for each individual resulting in over 50% of new leads from client referrals.

Sales Consultant, Christian Dior Couture, London Jan 2022 - Feb 2023

- Understood clients's needs, built brand loyalty through providing personalized advice and assistance.
- Utilized **CRM** system to monitor client relationships effectively and successfully built a VIP client-book.
- Exceeded 1 Million GBP in sales within one year, with a record single sale of over 60K GBP.
- Delivered exceptional **customer service**, achieving a 95% satisfaction rate and high **engagement** rate.
- Collaborated with retail **marketing campaigns**, driving a 20% increase in-store sales.

Marketing/Design Intern, OYUNA, London Apr 2021 - Aug 2021

- Conducted **market research** on current trends and competitor landscape.
- Designed **product catalogues/marketing materials** using **Photoshop, InDesign, Illustrator, and Canva**.
- Collaborated with the internal team on **e-commerce photoshoots** and brand **events**.
- Provided **administrative** and **operational** support for the office.

LANGUAGES

English (Fluent)
Mandarin (Native language)

CERTIFICATES

Google Analytics for Beginners
Fashion buying and Merchandising, UAL

References available upon request.