

Sofia La

Creative and customer-focused professional

Brooklyn · NY · US

sofiala.resume@email.com | (555) 328-1947 | <https://sofiala-creations.com>

Summary

Creative and customer-focused professional with over 7 years of experience in retail operations and hospitality management. Skilled in visual merchandising, client relations, and team coordination in fast-paced environments. Passionate about delivering excellent customer experiences and streamlining daily operational workflows. Seeking to transition into a role that values interpersonal communication, adaptability, and problem-solving in dynamic settings.

Experience

Urban Threads Boutique

Retail Associate & Team Lead (Seasonal) | Mar 2023 – Present

- Assist customers with product selection, sizing, and styling recommendations in a high-end fashion environment.
- Operate POS system, process sales, returns, and exchanges with attention to accuracy.
- Trained 3 new team members in store procedures, resulting in faster onboarding times.
- Led weekend floor team in manager's absence, delegating cleaning and restocking duties.
- Organized weekly inventory counts and coordinated with vendor deliveries.

Café Lumière

Barista & Shift Supervisor | Jun 2020 – Jan 2023

- Prepared espresso-based beverages and maintained café cleanliness during peak hours.
- Supervised 2–3 baristas per shift, ensuring customer service standards were met.
- Handled cash drawer reconciliation and reported discrepancies to manager.
- Assisted in monthly schedule planning and staff availability coordination.
- Suggested minor changes to the pastry display layout, contributing to a 10% increase in pastry sales over 3 months.

Bloom & Vine Florist

Sales Associate & Event Coordinator | Aug 2018 – May 2020

- Provided consultation for floral arrangements for weddings, corporate events, and personal gifts.
- Managed phone and online orders, coordinated with delivery drivers, and handled client follow-up.
- Designed and maintained the shop's Instagram page, increasing follower count by 25% over 18 months.
- Supported 12+ onsite events annually, including setup, client liaison, and post-event cleanup.

NYC Visitor Center

Customer Service Representative (Part-Time) | Jan 2017 – Jul 2018

- Answered in-person and phone inquiries about city attractions, transportation, and accommodations.
- Distributed maps and brochures, and resolved basic traveler complaints.
- Logged visitor feedback and reported recurring issues to supervisors.

Education & Training

Associate of Arts, Liberal Studies

Queensborough Community College
– 2016

Incomplete Studies – Bachelor of Fine Arts, Fashion Design

Fashion Institute of Technology
2016 – 2018

Skills

Customer Service, Cash Handling & Point-of-Sale Systems, Inventory Management, Visual Merchandising, Team Collaboration, Scheduling & Staff Coordination, Microsoft Excel & Word, Event Support & Planning, Social Media Posting (Instagram, Facebook), Conflict Resolution, Time Management, Data Entry, Phone Etiquette, Basic HTML & Website Maintenance (self-taught), Customer Feedback Collection, Lightroom & Canva (for personal projects), Bilingual: English and Cantonese, Public Speaking (Toastmasters member 2020–2021), Problem Solving, Active Listening

Languages

English | – Present

Fluent

Cantonese | – Present

Fluent

Certifications & Credentials

ServSafe Food Protection Manager Certification | 2020

Google Digital Marketing & E-commerce Certificate | 2022

Awards

Employee of the Quarter | 2021-09

Café Lumière

Recognized as “Employee of the Quarter” at Café Lumière Q3 2021 for consistent customer satisfaction ratings above 95%.

Projects

Café Lumière Pastry Display Optimization | – Present

Suggested minor changes to the pastry display layout, contributing to a 10% increase in pastry sales over 3 months.

Bloom & Vine Florist Instagram Growth | – Present

Designed and maintained the shop’s Instagram page, increasing follower count by 25% over 18 months.

Urban Threads Boutique Team Training | – Present

Trained 3 new team members in store procedures, resulting in faster onboarding times.

Café Lumière Loyalty Program Growth | – Present

Grew Café Lumière’s weekday loyalty sign-ups by 30% through personal outreach and in-store promotions.

Interests

Photography, urban gardening, attending art fairs, journaling, and writing short fiction | – Present

References

References available upon request.