



Serena Brendaglia

Details

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Italy

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Date of birth

28/05/1977

Nationality

Italian

Skills

Microsoft Office



Computer Skills



Customer Service



Ability to Work in a Team



Communication Skills



Good team player



Languages

Russian



English



Spanish



French



Profile

A highly experienced professional with over 12 years of retail experience in luxury fashion industry. I Worked for international prestige fashion brands such as Giorgio Armani, Salvatore Ferragamo, Stefano Ricci, Furla, etc. and always stayed in contact with clients coming from different countries. In this way I always practiced different languages and translated many documents for them.

Employment History

Operations Manager, Luxury Vancouver Retail SR ltd

Oct 2016 – Dec 2020 Vancouver

- Key communication person between shop floor, GM and headquarter, providing the clients with the translation in their language of products descriptions, launches of new products, corporate policies and keeping the written relationships with them.
- Preparing periodic sales reports, sell-through reports, Open-to-buy report, best/worst seller reports, etc.
- Communicating to clients in their language the credit/exchange policies are all consistent with the Italian laws and the Brand's policy.
- Assisting customers for the made-to-measure program to help them in their language to choose the best material and styles as fit, advised on alterations required, and transmitting the information to production i their language.
- Promoting the brand image by telling customers the luxury details and unique aspect of the products, the Italian production, and the artisan birth of each designer product.
- Response to customer complaints and queries in a courteous and professional manner in their language.
- Response to customer complaints and queries in a courteous and professional manner in their language.
- Taking care of the correspondence and communication with the Canadian services suppliers and the Italian headquarter

Assistant to General Manager, Stefano Ricci Luxury Stores srl

Aug 2009 – Oct 2016 Florence

- Key communication person between clients, shop floor, GM and headquarter management.
- Assisting in preparing periodic sales reports, sell-through reports, Open-to-buy report, best/worst seller reports, etc.
- Making sure the credit/exchange policies are well communicated to clients and all consistent with the Italian laws and the Brand's policy.
- Assisted made-to-measure customers to choose the best material and styles as fit, advised on alterations required, and transmitted the information to production in proper language.
- Promoting the brand image by telling customers the luxury details and unique aspect of the products, the Italian production, and the artisan birth of each designer product.

German



Mandarin




- Response to customer complaints and queries in a courteous and professional manner and in their language.

Shop Assistant/ Second Cashier,, Giorgio Armani SpA

Mar 2007 – Jun 2009  Florence

- Mastered every aspect of luxury brand sales, customer service, and Boutique administration, as well as cashier activities and stock room management.
- Created quality exchanges by transmitting knowledge of the brand fabrics, the Giorgio Armani style, and details of fittings and alterations.

Shop Assistant, Fratelli Rossetti

Apr 2006 – Mar 2007  Florence

Achieved satisfied customers through proposing the best shapes and models of Italian shoes to enhance different feet, presenting shoes by brand purpose, and relating the specific peculiarities of different materials, as well as offering an organized cashier experience and maintenance of stock.

Shop Assistant, Furla srl

Jun 2005 – Apr 2006  Florence

Guided customers in the sales of fashionable bags, accessories, and shoes towards the best models and styles for their particular needs and budgets, as well as maintaining the stock room and issuing receipts and invoices at the cashier desk.

Shop Assistant, Salvatore Ferragamo

Dec 2004 – Jun 2005  Florence

Sold quality Italian men's and women's shoes, bags, and accessories by ascertaining the needs of the customer and matching the needs to the materials, models, and brands of products as well as keeping an organized stock room.

Touristic Assistant, Alpitour

Jun 2003 – Sep 2004  Fuerteventura, Costa Del Sol, Moscow

From 2003/06/15 to 2003/09/16 in Fuerteventura (Spain);

From 2003/10/19 to 2005/04/15 in Costa del Sol (Spain);

From '2004/08/05 to 2004/09/10 in Moscow

Assisting Italian Tourists during their stay in the countries above, providing them with translation, booking of the Alpitour Group services, organizing transfers from/to the airport contacting the local service providers.

Education


University of Florence, Degree in Foreign Languages and literatures

Sep 1997 – Apr 2003  Florence

Specialization in Russian Language and Literature.

Degree recognized by ICES (International Credential Evaluation Service) in the Educational Credential Assessment to Immigrate in Canada.

Giovanni Pascoli, Diploma of Maturity

Sep 1991 – Aug 1996  Florence

Diploma recognized by ICES (International Credential Evaluation Service) in the Educational Credential Assessment to Immigrate in Canada.

Canadian evaluation: Grade 12 (High School Completion)

University of Language, Master

Sep 2002 – Dec 2002  Moscow

Course of Russian Language and Literature.