**Ahmed Jalal Ghaffari**

**Address: 66 Dollis Hill Lane, London, England NW2 6JG**

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**Personal Profile:**

A highly motivated graduate holding an Upper Second-Class honours degree in Criminology and Criminal Psychology from the University of Greenwich, London, possessing a strong affinity for thriving in social contexts and excel in collaborative team environments. With a track record of successful roles in hospitality and retail, eager to apply academic and practical expertise across diverse industries, consistently striving for excellence in every endeavour.

**Education History**

**University**

* Bachelor of Science (Hons) in Criminology and Criminal Psychology
* University of Greenwich, London
* September 2019 - July 2023
	+ Achieved Upper Second-Class honours (2:1)

**A-Levels**

* The Crest Academy, London
* September 2017 - May 2019
	+ Subjects: Sociology, English Literature
	+ Completed BTEC Level 3 Extended Diploma in Business

**GCSEs**

* The Crest Academy, London
* September 2012 - June 2017
	+ Subjects: English Literature, English Language, Maths, Sociology
	+ Attained grades ranging from A\* to C

**Employment History**

**Al Masar Restaurant**

**Waiter**

214-216 Borough High Street, Borough, London SE1 1JX

June 2019 - September 2020

* Cordially greeted and welcomed patrons, upholding a professional demeanour.
* Delivered exceptional customer service by taking orders, addressing inquiries, and providing menu recommendations.
* Accurately recorded and input customer orders into the Point of Sale (POS) system.
* Adhered to stringent food safety and hygiene protocols, prioritising customer well-being.
* Ensured prompt delivery of food and beverages to diners' tables.
* Conducted periodic check-ins with customers to gauge satisfaction, resolve concerns, and provide assistance as needed.
* Contributed to table setup, including arrangements and maintaining cleanliness.
* Proficiently processed various payment transactions, encompassing both cash and card methods.
* Maintained table clearance and upheld restaurant cleanliness standards.
* Assisted with opening and closing duties, encompassing dining area setup and closure.
* Handled any duties and responsibilities assigned by restaurant management.

**Primark**

**Retail Assistant**

Westfield London Shopping Centre, Ariel Way, London W12 7GF

August 2021 - September 2021

* Delivered exceptional customer service by warmly greeting and assisting customers in a friendly and supportive manner.
* Maintained a clean and organised shop floor by regularly tidying and restocking shelves, racks, and displays, ensuring a visually appealing shopping environment.
* Proficiently processed sales transactions through the cash register, handling various payment methods, including cash, credit cards, and other forms of payment.
* Contributed to store operations by participating in tasks related to opening and closing procedures.
* Addressed customer complaints and concerns professionally, aiming to resolve issues and create a safe and positive shopping experience for customers.

**Optimum Staff Solutions LTD**

**Event Steward**

November 2021 – Present

* Warmly greeted and extended a professional welcome to event attendees.
* Provided crucial support in crowd control, prioritising the safety and security of all guests throughout the event.
* Effectively directed and guided attendees to their designated areas, including seating and restrooms.
* Demonstrated excellent customer service by promptly responding to and addressing customer inquiries and concerns with professionalism and respect.
* Contributed to the smooth operation of escalators and lifts, minimising disruptions during the event.

**Primark**

**Retail Assistant**

54 - 56 High Street, North Maida Vale, London NW6 4HJ

June 2022 - August 2022

* Proficiently managed stockroom operations, overseeing the receipt and dispatch of goods.
* Ensured the stockroom's cleanliness and accessibility, prioritising the safety and convenience of colleagues.
* Played a pivotal role in preparing the shop floor for opening by unpacking, organising, and stocking merchandise.
* Addressed customer inquiries and resolved complaints with professionalism and courtesy.
* Upheld product presentation standards, ensuring cleanliness and visual appeal for customers.
* Conducted shop floor recovery and maintenance, including product reorganisation, cleaning, and hazard mitigation.
* Managed returns, efficiently placing returned items back on the shop floor in their respective sections.

**Swarovski**

**Seasonal Sales Consultant**

Park House, 487 Oxford Street, London W1K 6AF

November 2022 - December 2022

* Provided outstanding customer service, extending friendly and professional assistance to customers.
* Developed a comprehensive knowledge of Swarovski products, encompassing jewellery and home décor, to effectively communicate their features and benefits.
* Assisted customers in product selection and purchasing, offering guidance and advice on various Swarovski items.
* Maintained a meticulously organised sales floor, ensuring proper product display, well-stocked shelves, and an aesthetically pleasing store appearance.
* Skilfully processed sales transactions through the POS system, handling cash, card transactions, and other payment methods.
* Contributed to inventory management by unpacking merchandise and correctly placing it either on the shop floor or in the stockroom.

**Knowledge and skills**

* Exceptional written and verbal communication skills, facilitating effective interaction with customers.
* Proficient in presenting information clearly and persuasively.
* Thrives in fast-paced environments, adept at managing high-pressure situations.
* Demonstrated commitment to continuous learning and skill development.
* Easily adapts to changing circumstances, maintaining composure under pressure.
* In-depth knowledge of various customer segments and their distinct needs and preferences.
* Expertise in identifying and anticipating customer requirements to provide proactive solutions.
* Active listening skills enable me to empathise with and address customer concerns.
* Proficient in utilising communication channels, including phone and email, to engage with customers effectively.
* Skilled in utilising office software, scheduling tools, and other pertinent applications proficiently.
* Collaborating seamlessly with team members to foster a culture of cooperation and support in the workplace.
* Maintains a calm and composed demeanour during challenging customer interactions.
* Firm understanding of customer loyalty principles, fostering lasting relationships.