

# SINEAD HATOUM

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## PROFESSIONAL SUMMARY

Customer-focused Sales Associate with experience across retail, hospitality, and recruitment environments. Strong track record of delivering excellent service, building long-term customer relationships, and supporting sales growth through product knowledge, upselling, and efficient POS operations. Known for reliability, communication skills, and the ability to exceed targets in fast-paced environments.

## EXPERIENCE

Jan 2024-Present

### English Literature Tutor, *Tutorful*

- Deliver one-to-one English tutoring for school and university students, supporting reading, writing, and speaking skills.
- Assess student strengths and learning needs to create personalised lesson plans and measurable goals.
- Use AI tools to create engaging practice materials and interactive lesson activities.
- Provide regular updates to parents/guardians on progress, targets, and improvement areas.
- Maintain punctuality, organisation, and professional tutoring standards. Freelance

Jan 2022-Jan 2023

### Sales Associate and Recruiter, *Rely Recruitment*

- Worked across multiple retail environments and brands, adapting quickly to new products, teams, and customer profiles.
- Used POS systems and CRM tools to track leads, manage outreach, and support sales targets.
- Handled customer concerns professionally, resolving issues while protecting satisfaction and brand reputation.
- Applied persuasive communication and problem-solving to overcome day-to-day sales challenges.

Jan 2022-Dec 2023

### Sales Associate, *Hamley's*

- Delivered high-quality customer service, building rapport and repeat business through a welcoming, helpful approach.
- Maintained strong product knowledge and provided demonstrations to support informed purchase decisions.
- Processed transactions accurately and supported daily cash handling procedures.
- Logged and reconciled daily sales in Excel, producing basic reports and using formulas (SUM, AVERAGE, COUNT).

Jan 2021-Jan 2022

### Sales Associate/Host, *Nandos*

- Supported front-of-house operations by greeting guests, managing customer flow, and ensuring a positive dining experience.
- Resolved customer issues calmly and professionally, using strong emotional intelligence and communication.
- Assisted with cash handling and basic tracking using Excel spreadsheets.

Jan 2018-Jan 2020

Barber/Manager, *Fyne Blades*

- Managed day-to-day barbershop operations, ensuring smooth service delivery and a high standard of customer care.
- Supervised and supported staff, coordinating schedules, and on-shift priorities.
- Conducted customer consultations to understand preferences and deliver a personalised experience.
- Monitored stock levels, managed supplier orders, and handled POS processes and daily reconciliations.

## EDUCATION

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Queen Mary University of London

BA (Hons) Comparative Literature and Law (2:1) | Sep 2020 – Sep 2023

- Research-intensive degree with thesis and coursework-based assessment.

St Benedict's Catholic Private School, Ealing

GCSEs & A-Levels | Sep 2013 – Jul 2020

- Activities: Duke of Edinburgh Gold, Sports (Team Leader/Captain), Dance, Music

## SKILLS

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Sales & Customer Service: Customer acquisition, relationship building, upselling/cross-selling, complaint handling

Retail & Operations: POS systems, merchandising awareness, cash handling, adapting to new environments

Tools & Reporting: Excel, Word, PowerPoint, CRM tools, pipeline/KPI tracking

Strengths: Communication, teamwork, leadership, time management, problem-solving, organisation, adaptability.

## LANGUAGES

English | Arabic | Spanish | French (Intermediate)

