

Alen Sejkić

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18/06/1993

Education

2018 – Present	MA in Public Relations TU Dublin, Aungier Street, Dublin 2 <i>Currently enrolled</i>
2011 – 2016	BSc in Retail and Services Management TU Dublin, Aungier Street, Dublin 2 <i>2.1 Received</i>

Employment

March 2018 – Present	Press Office Assistant / Runner Virgin Media Television, Ballymount, Dublin 24 <ul style="list-style-type: none">• Work on the creation of public relations strategy campaigns• Carry out administrative tasks• Support with the coordination and management of events hosted by VMTV• Support with the coordination of guests and autocue on shows like Ireland AM, The Six O’Clock Show and the news broadcasts• Work ad hoc with the marketing team on key messaging and social media campaigns• Manage the expectations of peers and senior management
April 2018 – Present	Brand Ambassador / Extra Responsible COS, Wicklow Street, Dublin 2 <ul style="list-style-type: none">• Train new staff members on product knowledge and what the COS brand is all about• Create activities and games for staff briefs that facilitate for staff engagement and learning• Work with the visual merchandising team in learning about new trends and products and how to communicate that to the customer and staff• Make decisions for the sale floor during sale period on commerciality, replenishment and merchandising• Make decisions and develop systems for logistics and the back of house of the store• Represent the COS values to key stakeholders at all times and offer a seamless customer experience
Jun 2017 – April 2018	Sales Assistant Reiss, St. Stephens Green, Dublin 2 <ul style="list-style-type: none">• Have a strong sales ability and thrive to drive store targets and KPI’s• Support management across all levels of the business• Demonstrate strong team skills and manage the expectations of peers and seniors• Look after the operations of the store such as stockroom maintenance, the delivery process, and visual merchandising and train new members in these areas

- Oct 2016 – Jun 2017 **Visual Merchandiser** Debenhams, Blanchardstown, Dublin 15
- Implement creative displays in both store windows and on the shop floor
 - Blend commerciality and creativity together as a way to help the business and drive KPI's
 - Train and develop staff in ways to effectively use visual merchandising as a tool to help drive sales and performance
 - Understand and be aware of current trends in fashion and lifestyle and implement these trends throughout the store where appropriate and applicable
 - Keep up with the competition and be proactive in trying to beat them
 - Act as a support system throughout the entire store for senior management, sales managers and store supervisors
- Nov 2014 – Oct 2016 **Sales Assistant** Build-A-Bear Workshop, Blanchardstown, Dublin 15
- Offer outstanding customer service
 - Host kids parties that are interactive, engaging and developmental
 - Perform general store duties and support all areas of the business
- Jan 2015 – Jun 2015 **Area Visual Merchandising Intern** Harvey Norman, Dublin
- Work under the Leinster Area Visual Merchandising team in the home wares department
 - Work for the catalogue shoots for Spring/Summer 2015 and Autumn/Winter 2015
 - Act as a support system throughout the area for senior management and peers
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Achievements & Skills

Level 5 TEFL Certificate awarded from TEFL Cambridge	Fashion & Styling experience
Visual Merchandising Skills	InDesign, Wix, iMovie and Adobe Premier
Bilingual in both English & Serbo-Croatian (Bosnian, Serbian, Croatian)	Autocue and Scroll for Television

Referees

- Louise Zayed** *Senior Press Officer* Virgin Media Television, Ballymount, Dublin 24
(083) 171 1839
- Aoife O'Connor** *Store Manager* COS, Wicklow Street, Dublin 2
(01) 247 0980
- Kevin Hora** *Head of School* TU Dublin, Aungier Street, Dublin 2
(01) 402 7186