



SALLY GODFREY

RETAIL SALES | CUSTOMER SERVICE

Northern Suburbs Brisbane QLD

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PROFILE

Customer-focused Retail Sales Assistant with extensive experience across fashion, footwear, homewares, and wholesale sales environments. Known for delivering warm, engaging customer experiences, building strong rapport, and supporting customers to find the right product and fit. Brings a positive, energetic attitude, strong sales awareness, and flexibility to work across weekday and weekend rosters. A reliable team member who thrives in hands-on retail environments and represents brands professionally and authentically.

TRAINING & CERTIFICATES

- Certificate in Retail Training
- First Aid & CPR
- Dealing with Difficult Customers
- Diversity & Inclusion
- Cross Selling/Upselling

KEY RETAIL SKILLS

- Customer service and personalised sales
- Fashion, footwear and lifestyle retail support
- Building customer rapport & repeat business
- Product knowledge and fit guidance
- Sales promotion and upselling
- Visual merchandising and store presentation
- Stock handling and inventory support
- POS and cash handling
- Complaint handling and problem resolution
- Team collaboration and independent work

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PERSONAL ATTRIBUTES

- Friendly, outgoing, and approachable
- Strong customer-first mindset
- Highly reliable and punctual
- Positive, motivated, and results-driven
- Comfortable working independently or as part of a team

AVAILABILITY & WORK ARRANGEMENTS

- Available for casual work across weekdays and weekends
- Flexible availability, including peak trading periods and holidays
- Australian working rights

REFERENCES

Harry Mack
Owner
Melanie & Mack
M: 0407 029 XXX

Sarah Muldoon
Manager
Mulroney Funerals
M: 0456 259 XXX

Kaye Simmons
Assistant Manager
Mulroney Funerals
M: 0487 293 XXX

RETAIL EXPERIENCE

Retail Assistant May 2022 – Current
Melanie & Mack | Narangba QLD

- Delivered friendly, personalised customer service in a boutique retail environment
- Assisted customers with product selection and gift purchases
- Operated POS systems, handled cash, and completed opening and closing procedures
- Maintained visual merchandising standards, pricing, and stock presentation
- Worked independently when required, ensuring smooth daily store operations

Retail Assistant / Team Leader Apr 2020 – May 2022
House | Chermside QLD

- Provided high-level customer service in a fast-paced retail setting
- Assisted customers with product selection, styling, and purchasing decisions
- Supported visual merchandising, stock control, and floor presentation
- Supervised and monitored retail staff, supporting daily store operations
- Assisted Management with rostering, training, and store standards

Sales Support Representative Jan 2018 – Feb 2020
Mulroney Funerals | Kippa-Ring QLD

- Delivered customer-focused sales support across a dedicated territory
- Built strong relationships with clients through regular site visits
- Supported merchandising, planograms, and promotional rollouts
- Managed customer enquiries, issues, and product solutions
- Met and exceeded KPIs while working autonomously
- Managed a Queensland-wide sales territory

Sales Representative Nov 2017 – Jan 2020
Jack in the Box – Wholesale Toys & Novelties | Brisbane QLD

- Managed a Queensland-wide sales territory
- Built and maintained long-term customer relationships
- Presented products at trade shows and industry events
- Consistently achieved sales targets within allocated budgets

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