

ANGEL AMARI

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CUSTOMER EXPERIENCE | CUSTOMER SUCCESS | CLIENT RELATIONSHIP MANAGEMENT

PROFESSIONAL SUMMARY

Customer-focused professional with 6+ years of experience across retail, beauty and client-facing environments, with strong expertise in personalised customer service, relationship management, product consultation and issue resolution. Experienced in managing customer enquiries, difficult customer situations, post-purchase follow-ups, client retention, digital customer engagement and retail operations. Proficient in CRM tools including Odoo and ICG, with additional experience in administrative processes, customer records, inventory coordination and team onboarding. Recognised for diligence, initiative and effective communication, with a proven ability to build positive customer relationships and contribute to strong store performance. Seeking opportunities in Customer Experience, Customer Success and Client Relationship Management.

CORE COMPETENCIES

Customer Experience & Client Service • Customer Relationship Management (CRM) • Customer Retention & Clienteling • Customer Enquiry Management • Complaint & Conflict Resolution • Difficult Customer Management • Post-Purchase Follow-Up • Customer Feedback & Service Recovery • CRM Systems — Odoo & ICG • Digital Customer Engagement • Customer Data & Record Management • Product Consultation & Personalisation • Administrative & Retail Operations • Inventory & Stock Coordination • Team Training & Onboarding • Microsoft Office & Google Workspace • Communication & Active Listening

PROFESSIONAL EXPERIENCE

ESSENZA INTERNATIONAL | Beauty Advisor / Administrative Support | Jul 2023 – Present

- Deliver personalised fragrance consultations by understanding customers' preferences, tastes and needs and recommending products suited to their individual requirements.
- Build and maintain customer relationships through personalised service, post-purchase follow-ups, feedback collection and ongoing client engagement.
- Manage customer enquiries and provide product information and service support across in-store and digital channels.
- Handle customer concerns and difficult situations professionally, using active listening and problem-solving to maintain positive customer relationships.
- Collect and maintain customer information to support client follow-up, retention and ongoing engagement.
- Support customer engagement initiatives, including broadcast communications relating to store activities, promotions and relevant updates.
- Use Odoo and ICG and other operational systems to support customer service and day-to-day retail processes.
- Support product requests, stock positioning, inventory activities and other administrative operations to maintain efficient store operations.
- Communicate customer feedback and recurring concerns to relevant internal teams to support service improvement.
- Train and support new colleagues on fragrance knowledge, customer service practices and administrative/store processes.
- Recipient of the 2025 Steady Star Award, recognised by management for consistent growth, diligence, initiative and effective communication.
- Contributed to the Adeola Odeku store achieving 150% of its monthly sales target.

MOBOS FASHION | Digital Sales & Client Support Representative | Feb 2023 – Jun 2023

- Managed customer enquiries across phone, email and social media channels, providing timely assistance and product information.
- Maintained customer communication and followed up on enquiries, orders and outstanding issues through resolution.
- Coordinated customer orders, delivery updates and problem resolution while maintaining clear communication throughout the process.
- Supported customer engagement and relationship building through responsive digital communication and follow-up.
- Maintained accurate customer and transaction information to support efficient service delivery.

GLAMGALS COSMETICS | Beauty Advisor | Dec 2021 – Jan 2023

- Provided personalised product recommendations based on customers' individual needs, preferences and desired outcomes.
- Assisted customers throughout the purchasing journey, answering product questions and addressing concerns.
- Built positive customer relationships through attentive service, product knowledge and effective communication.
- Maintained accurate customer and inventory records to support daily store operations.

HP COMPANY | Sales Promoter | Oct 2019 – Oct 2020

- Engaged customers directly, identified their needs and provided clear product information and recommendations.
- Responded to customer questions and handled product-related enquiries professionally.
- Followed up with customers and supported positive customer experiences throughout the sales process.

WATERSTONE COMPANY | Retail Sales / Merchandising Assistant | Jan 2019 – Aug 2020

- Assisted customers with product enquiries and provided attentive front-line service.
- Handled customer concerns and resolved complaints while maintaining professional service standards.
- Supported stock management, documentation and merchandising activities.
- Maintained an organised retail environment while ensuring customers received timely assistance.

EDUCATION

Bachelor of Social Science — Hospitality & Tourism Studies

National Open University of Nigeria, Lagos

RECOGNITION

Steady Star Award — Essenza International | 2025 — Recognised for consistent growth, diligence, initiative, effective communication and positive contribution to the team.