

[ZENITA SMYTHE]

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Profile

I hold a Bachelors with Honour Degree in Computer Studies, where I specialise in Web Development, Ecommerce business and Data Protection and Confidentiality ACT 1998. I understand that the evolution of the Internet has allow many young businesses' to grow beyond quality standards over established legacy businesses. But saying that having the opportunity like the internet can allow any business to grow by identifying their market and customers' needs from the initial points, any of of these businesses can generate extortionate revenue by being quick and grabbing valuable opportunities that arises immediately. So working in business has always been my fortress.

Experience

[Courier], [Yodel], [Hayes, Greater London] 2025

In this position, I scanned my packages, early in the morning and planned my daily route effectively, where on average I delivered 100 parcels a day to both business and residential customers at the homes or place of business. Within this position there were special parcels that allow me to only deliver them to addressees or given to a neighbour, which meant that in some cases I had to redeliver these parcels on the following day, by either calling the customer to arrange a suitable time or leaving a card if the customers were unreachable.

[Mobile Face and Body Specialist], [Wecasa], [Greater London] 2024-2025

Being self employed in this position, I booked my appointments to meet clients at their own locations, giving facials, massage of the head, body, face and feet. Where my customer service and quality of deliverance were very professional and my products were also commented as being the best, for all my treatments as they were all from Temu.

[Store Evaluator], [Albatross Associaton Ltd], [England] 2016-2024

I worked as a brand reviewer also known as a mystery shopper for banks, luxury brands, automobile sector, hotels, money transfer organisations and many other sectors, which gave me the insight to critic deliveries of customer service, presentation, staff deliverance of the brands' product for investing the right practice in a customer facing environment.

[09/2023-present]

[Laser Scalp Specialist], [Laser Hair Growth Treatment], [Monument , London]

Developing an ecommerce website and advertising online including Groupon, I treated clients, through a booking system where I was based at an adhoc space in Central

London. This business has now reached the capability of gaining many health and beauty contract as it's a niche in the UK market.

[Lace Wig Seller], [Lace2ry], [London,UK] **[08/2007-2018]**

I developed one of the most attractive ecommerce website, where I sold Lace Wigs through Facebook advertising. My return on value was over 100% and I watched and track customers ' engagement and buying pattern to know that Thursday we're the best engagement in advertising and buying behaviour where after the 20th of the month, with January being an expectation. This business advertising on Facebook platform allow world class engagements and sales, where my logistics planning and routing where done through China, and arriving at each customers' destination addresses.

[Private Tutor], [Educate First], [London, UK] **[09/2010-2023]**

Running my own private education company, I held a contract with schools in the United Kingdom for a period of 15 years and managed young tutors on my books for many years. Within this business I managed campaigns to schools accordingly by ensure I meet the market trend and demands for every school term and years, where I was able to develop an ecommerce website which ran along various other direct marketing strategies that gave me a return on business at 89.1%.

[English and Maths Tutor], [Morgan Hunt], [London, UK] **[09/2004-07/2009]**

I was an agency staff, I was teaching in further education colleges around Greater London.

[Account Manager], [Kennett Green], [Bentalls, Kingston] **[06/2001-09/2004]**

Working as an account manager for Classic Beaute, I manage this single concession account in Bentalls, Kingston, where I exceed my monthly and year-to-year target, by approaching customers and presenting the given fragrance to them and achieving a sales outcome 92% at that period in time. I kept up-to-date with my weekly figures and worked as a team with the other accounts' managers such as la Prairie and Kennett Green.

[Beauty Consultant], [Four Season Agency], [Various Department Stores]

Working for Four Season on a Temporary basis, I covered counters such as Clarins, Chanel, Lancome; in John Lewis, Liberty, Debenhams, Fenwicks, House of Fraser, Dickins and Jones and various others. I follow instructions and guides given to me by the account manager or the acting manager and approached customers and made various one-to-one sales for each account.

[Beauty Consultant], [Additions Agency], [Alders and Boots, Croydon] **[07/2000-06/2001]**

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I worked for Boots on the Christian Dior account and met all targets over the Christmas[06/1997-07/2000] season. I also worked in Alders and covered the Aramis counter during the sales period.

Superdrug/ Boots

I also worked as a demonstrator for Loreal, Immac and Wella Hair. Where I did skin1995-1997 wax, apply mascara hair color, gave advice on skin and hair products, and demonstrated the products to customers.

Dental Technician Assistant PSP Harley Street

I trained as a dental technician assistant and I had trouble getting into a college for 1995 my day release. So I did not further the training.

Education

Dermatology Level 5 Thames College	August 2023
BSc Hons Computers Studies, [South Bank University], [London, UK]	JUNE 2002
HND Computer System Engineering [University of Greenwich], [London]	[09/1998- 06/2000]
ALevels Biology Chemistry & Physics	[09/1996-06/1998]
5 GCSEs Including Maths, English and Science A-C grades	1994

Hobbies

I enjoy going to the gym, eating healthily, going on a regular visit to a live band show and partaking on the dance floor; especially to a Cuban night. I also take pleasures in shopping online such as keeping up with the latest makeup craze or the latest seasonal high street fashion look.

Skills

Full driving licence UK

Microsoft Office

Microsoft Teams

Computer Literate

Car owner

Native English Language speaker and writer.

References are available upon request.