

Serena Craddock

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Summary

PERSONAL

I am a third year student at Curtin University, studying Interior Architecture with a Graphic Design minor. I graduated from the ATAR course at Santa Maria College with an excellent academic record and a Certificate of Merit from the School Curriculum and Standards Authority in 2016.

PROFESSIONAL

I have worked as a Sales Consultant in a range of environments, and I pride myself on my ability to maintain excellent KPI's and hit my sales targets. As I am hoping to begin work in a field related to my studies; building rapport and providing world class customer service is essential to me, as it enables me to gain great satisfaction from my work.

Education

- ▶ Queen of Apostles Primary School, Kindy — Year 4
- ▶ Santa Maria College — Year 5 - Year 12 (completed)
- ▶ Curtin University — B-INTARCH v.3 Bachelor of Applied Science (Interior Architecture) with a minor in Graphic Design

Workplace Experience

REMIDA WA, 1 PROSPECT PLACE PERTH

I participated as a volunteer at ReMida in the city for two years, where I arranged visual merchandise, textiles and craft products for customers.

FOOTBALL WEST REFEREEING

I was employed as a referee for Football West, and every weekend during soccer season, I officiated games between all Perth clubs.

ADVENTURE WORLD RIDE OPERATOR

In 2015 I started working as a ride operator at Adventure World, and worked through the 2015-2017 seasons. In 2017 I worked as a team trainer, coordinating new staff members and completing training/safety audits.

CHEMIST WAREHOUSE ASSISTANT

In March of 2017 I began working in a sales environment at the new Hay Street Chemist Warehouse store. In this role I did the initial set up the entire store, sold over the counter medications, filled scripts, managed the tills and took customer payments.

TELSTRA BOORAGOON SALES CONSULTANT

In September 2017 I began working as a sales consultant for Telstra. I have established business connections with regular clients, organised personal and company tech solutions, and achieved very high results in sales and customer satisfaction. I am the Apple Master in store, and I specialise in selling/trouble shooting Apple products. I am still currently in this role.

Skills & Certificates

CASH HANDLING/TILL

Whilst working at Chemist Warehouse, I used tills, handled cash and managed customers payments. At Telstra, I assist in closing the store by counting and balancing the tills, and securing cash drops/floats.

FIRST AID

I have recently completed the first aid course with St. John of God and am up to date with all training.

DRIVERS LICENCE

I have a full licence and own my own car.

COMPUTER SKILLS

Since early childhood, I have been using personal and school provided laptops, iPads and other devices. I am competent in all of the programs offered in the Microsoft Office Suite, Apple's iWork and iLife bundles, the majority of the creative programs offered by Adobe, as well as Sketchup and Autocad. I also have experience with networking, troubleshooting, web design and extensive knowledge of hardware and software specifications.

Customer Verbatim from Telstra Net Promoter Score Surveys

- ▶ Serena Craddock was very pleasant to deal with and she was very professional and helpful. It's all thanks to her for my great experience.
 - ▶ Serena, the young lady who served me was brilliant. Fantastic service and very approachable. Wow! She was a mountain of knowledge and showed a maturity well beyond her nineteen years of age. Amazing!
 - ▶ The Telstra Store in Booragoon was very efficient with friendly staff. I would like to single out Serena (D871742) for particular praise - she quickly and efficiently resolved an issue that I had had no success in getting resolved at the Fremantle store. Serena was excellent to deal with; friendly, competent and provided excellent customer service.
 - ▶ Serena Craddock my sales person was great, friendly and knowledgeable. She tried to save me money and advised on products that would be best suited for me personally. Please convey my sincerest thanks to her.
- I went to the store almost dreading it but she made it easy and very fast. Fantastic customer service!
- ▶ Serena who helped me in store was extremely helpful, friendly and made the whole experience seamless. Really impressed with the service and efficiency.
 - ▶ Just fantastic knowledge, It is rare I find staff that clearly know their stuff and this lady was top notch.
 - ▶ The assistance I received in store on October 8th was excellent. I could not have received more efficient and professional service. She told me about special deals that I was eligible for and customised it all to my needs. I will return to this store because of the assistance I received from this young lady.
 - ▶ Telstra tech person - Serena at Booragoon, was extremely helpful throughout the process and explained all details clearly and patiently. Thank you very much once again.

Availability

Currently I am available full time, and will be resuming my university studies in August 2020, where I will be on campus for class on Tuesday, Wednesday and Thursday. I am free on all days outside of the mid week, including the weekend and public holidays.

References

Natalie Donnelly

Relationship: Manager at Telstra Booragoon

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Emma Parr

Relationship: University Mentor

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