

Ashley Marshall

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(323) 824-4409

Experienced Fashion Retail and Hospitality Professional with over 20 years of international expertise. Proven success in curating fashion collections, managing retail operations, and leading diverse teams. Skilled in customer service, personalized shopping experiences, and sourcing equitably produced materials. Strong background in enhancing guest experiences and operational efficiency within hospitality and retail sectors.

- Retail Operations & Curio Shop Management
- Fashion Collection Curation & Trend Alignment
- Customer Service & Personalized Shopping Experiences
- Team Leadership & Staff Management
- Inventory Management & Financial Oversight
- Multilingual Communication (English, Swahili)

Work Experience

Key Holder/Sales Agent

Monbeau Afrique-Beverly Hills, CA

January 2024 to Present

- Conducted product demonstrations to engage customers and drive sales.
- Provided excellent customer service, handled sales transactions, and managed Shopify- based point-of-sale systems
- Maintained cleanliness and organization of the store to enhance the customer experience.
- Specialized in fashion and fragrance sales, offering personalized product recommendations.
- Opened and closed the store, ensuring proper setup for the next business day.
- Assisted with security procedures, including inventory monitoring and theft prevention.

Owner/Manager, Usangi Houses

Hospitality Experience Forodhani-Zanzibar, Tanzania

January 2020 to Present

- Managed guest services for apartment inns, integrating local culture and aesthetics into the guest experience.
- Coordinated shuttle services, organized tours, and ensured a smooth check-in/check-out process.

Owner/Manager

Eco Echo Curio Shop-Street

January 2011 to Present

- Curated and managed fashion collections, specializing in Swahili clothing and accessories for a diverse clientele.
- Oversaw day-to-day operations, staff management, and customer service, enhancing the shopping experience for both locals and international tourists.
- Developed and implemented fashion production processes, including fabric selection, pattern making, and quality control.

- Ensured alignment with current fashion trends while supporting local artisans and promoting equitably produced materials.
- Handled all aspects of financial management, from budgeting to profit analysis.

Sales Agent

Kikoy Company-Zanzibar

January 2006 to December 2010

- Promoted and sold Swahili fashion items, providing personalized styling advice to customers.
- Excelled in customer service, ensuring a positive shopping experience tailored to individual needs.

Sales Agent

Zanzibar Secrets-Zanzibar

January 2004 to December 2006

- Specialized in retailing Swahili fashion accessories and curio items, focusing on customer satisfaction and repeat business.

Sales Agent

Bravo Club-Kiwengwa

- Delivered exceptional customer service, focusing on the sale of Swahili curio items in a resort environment.

Education

Diamonds Mapenzi - Beach, ND

January 2003 to December 2003

Kilimanjaro Institute of Technology and Management, - Dar es Salaam

January 2002 to December 2002

Skills

- Retail Operations & Curio Shop Management
- Team Leadership & Staff Management
- Multilingual Communication (English, Swahili)
- Fashion Collection Curation & Trend Alignment
- Customer Service & Personalized Shopping Experiences
- Inventory Management & Financial Oversight
- Product Demos
- Retail Management
- Guest Services
- Pricing
- POS
- Purchasing