

Mekdes Normand

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BASED IN

Archway, London

Blank Street

PROFILE

01

I've been at Blank Street for two years now. Between floor shifts, events, and working different stores, I've built up a real sense of what makes it tick. The energy and the people, mostly. I love a busy environment and I'm always the one looking for extra ways to get involved. A marketing role here is exactly where I want to be.

SKILLS

02

- **Customer Experience Focused** Naturally outgoing; creates warm, memorable interactions that make people feel genuinely welcomed and excited to return.
- **High-Energy Team Player** Thrives in fast-paced environments, bringing positive energy to a team especially during busy shifts and event-style service.
- **Strong Communication Skills** Friendly, adaptable communicator who connects with different personalities and understands tone, atmosphere, and brand experience.
- **Detail-Oriented Under Pressure** Juggles multiple priorities while keeping presentation, accuracy, and customer experience at a consistently high standard.
- **Adaptable & Quick to Learn** Picks up new systems and brand expectations quickly, with a proactive attitude and willingness to step in wherever needed.
- **Brand-Aware Mindset** Understands how interaction, energy, visuals, and service shape the overall perception of a modern lifestyle brand.
- **Digitally Confident** Comfortable with POS systems, tablets, mobile apps, and fast-moving digital workflows in customer-facing environments.

EDUCATION

High School Diploma

Graduated with honors at Bonar Law Memorial — Class of 2022, Rexton

LANGUAGES

English ★★★★★

French ★★★★★

EXPERIENCE

03

Barista

Jul 2024 — Jan 2026

● BlankStreet Coffee — London Soho

- Prepared high-quality coffee and espresso drinks with speed and consistency.
- Delivered excellent customer service in a fast-paced, brand-led environment.
- Worked at multiple marketing events on behalf of the brand, including London Fashion Week.
- Maintained a clean, organised workspace; followed health & safety standards.
- Handled transactions efficiently and supported opening/closing procedures.

Front Desk Associate

Mar 2025 — Sep 2025

● SoulCycle — London Soho

- Managed front-of-house operations, checking in riders and maintaining a welcoming studio environment across high-demand classes.
- Handled customer correspondence and basic admin, engaging with both new and returning members.
- Played an active role in customer retention, building relationships with regulars and encouraging long-term loyalty.
- Supported high-profile marketing events with influencers and cosmetic and fitness brands.

Waitress

Nov 2023 — Mar 2024

● The Cliff Poole — Bournemouth, Dorset

- Delivered fast, friendly service in a high-volume restaurant environment.
- Coordinated with kitchen staff to ensure timely, accurate orders.
- Maintained cleanliness of dining areas; assisted opening/closing duties.

Home Staging & Events

2020 — Nov 2023

● Kent Homes — NB, Canada

- Sourced and styled décor and homewear to present each property at its best ahead of viewings.
- Planned and ran housewarming events across six properties as part of the sales process.
- Developed a strong eye for interior presentation and how a well-dressed space influences buyer decisions.

Cashier

Apr 2022 — Oct 2023

● The Ice Cream Shop — Bouctouche, NB, Canada

- Built strong rapport with customers through personalised service.
- Stocked and maintained display areas for optimal presentation.
- Drove repeat business via a welcoming, engaging customer experience.