

ELSA COCHARD

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PROFILE

Detail-focused jewellery professional with four years in fine and bespoke jewellery and formal gemmological training. Hands-on experience managing repairs and bespoke pieces through in-house and external workshops (including engraving, re-tipping and re-stringing) carrying out quality control on returned work and taking pieces to the assay office for hallmarking. Gemmology Levels 1 & 2 (National Institute of Gemmology, Paris). Currently manage product quality, stock records and supplier coordination for an independent apparel brand across a 227-SKU catalogue. Design-trained and practised in close hand-work, with a background in applied arts, design sketching, sewing and painting. Organised, methodical, and comfortable working to procedure under deadline. Fluent in English and French.

CORE SKILLS

- **Jewellery Production & Quality:** Repairs coordination, in-house and external workshops • quality control on components and finished pieces • inspection against specification • assay office hallmarking • gemmology (Levels 1 & 2) • engraving and remedial work assessment
- **Stock & Records:** Stock takes and inventory accuracy • stock pulling and picking • product coding and data records • labelling and dispatch preparation • goods in and returns handling • sample preparation
- **Hand Skills & Craft:** Design sketching • sewing and pattern work • painting (commissioned) • close detail work • applied arts training
- **Systems & Tools:** Microsoft Office including Excel • Shopify • POS systems • Adobe Illustrator • Adobe Lightroom
- **Languages:** English and French - fluent, written and spoken

JEWELLERY EXPERIENCE

Sales & Design Consultant | Michael Platt Jewellery, Wimbledon | 2019 - 2021

- Managed jewellery repairs end to end: taking pieces in, preparing paperwork, coordinating with external workshops and returning completed work to clients within deadline.
- Carried out quality control on returned work including engraving, re-tipping and repairs, inspecting each piece against the brief and either approving it or sending it back for correction.
- Sold fine and bespoke jewellery on the shop floor, guiding clients from first enquiry through consultation, design and commission to final delivery.
- Produced design sketches and translated client briefs into workable specifications.

Luxury Jewellery Sales Associate | Catherine Best, Mayfair | 2019

- Sold fine jewellery to clients in a Mayfair boutique, advising on pieces, stones and craftsmanship to guide purchase decisions.
- Designed and installed a complete new shop window display, refreshing the boutique's street presence.
- Supported the manager on business development and in-store client events.
- Maintained shop floor presentation and visual merchandising standards, handling high-value merchandise to procedure.

Sales / Operations & Administration | *Premier Jewellers, Hatton Garden* | 2017 - 2019

- Managed bespoke orders end to end, coordinating suppliers and workshop communications and tracking each piece through production.
- Carried out quality control on work returned from external workshops, including engraving, re-tipping and repairs, inspecting each piece against the brief and either approving it for delivery or returning it to the workshop for correction.
- Managed hallmarking and assay requirements, and maintained accurate order and production records throughout.
- Provided day-to-day operational and administrative support in a high-value product environment.

OPERATIONS & RETAIL EXPERIENCE

Brand Operations Lead | *Velovie.cc, independent cycling apparel brand (co-founded)* | 2022 - present

- Manage product quality across the range: inspecting samples and production against specification, identifying defects and inconsistencies, and agreeing corrective action with manufacturers before bulk approval.
- Own product data integrity across the catalogue, troubleshooting listing and variant issues and correcting inconsistencies before products go live.
- Plan and deliver product launches to a fixed critical path, aligning stock intake, listings, imagery and marketing assets to launch dates.
- Manage overseas suppliers and manufacturers through the full product cycle: sourcing, specification, design, sampling, approvals, quality checks and delivery timelines.
- Build and maintain collections and site content, and run promotional activity across the store.

Co-Founder | *Cycling Cafe & Retail Business, Mallorca* | 2022 - 2024

- Built the business from concept to trading: secured commercial premises, coordinated fit-out and opening, and onboarded suppliers and systems.
- Implemented POS and stock management procedures; monitored stock levels, flagged replenishment and managed intake across retail and cafe ranges in a sharply seasonal demand cycle.
- Managed supplier administration throughout: purchase orders, goods in, invoicing, correspondence and accurate operational records.
- Delivered retail operations serving approximately 800 customers per week at peak, and secured a commercial retail partnership with an established cycling apparel brand.

Recruitment Consultant | *SEC Recruitment / ProClinical* | 2016 - 2017

- Managed candidate communications, interview scheduling and CRM records across end-to-end recruitment processes, maintaining accuracy and a high standard of candidate experience.
- Business development

Sales Associate | *Harrods, Knightsbridge* | 2015 - 2016

- Sold to clients on the shop floor of a flagship luxury department store, working to targets in a high-volume, high-expectation environment.

EDUCATION

Gemmology Level 1 & 2 - National Institute of Gemmology, Paris

Interior Design Studies - EPESAAT Design School, Toulouse

Foundation in Applied Arts - ESMA Design School, Toulouse