

# ERNIE BOY E. SORIANO

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**UAE Driving License:** Light Motor Vehicle - Automatic



## CAREER OBJECTIVE

To have an active participation in company operations in a way that will enable me to contribute my skills and knowledge and to provide an opportunity for professional development and career growth.

## WORK EXPERIENCES

**SALES ASSISTANT** – September 18, 2013 to August 31, 2021

Jashanmal National Company LLC – Dubai, UAE

Jashanmal Department Store – Dubai Mall

Achievement: Awarded Best Sales Assistant of the Year 2018

**SALES PROMOTER** – August 22, 2010 to August 19, 2013

Eros Group – Dubai, UAE

Hitachi Home Appliances

Carrefour – Deira City Center

**SALES PROMOTER** – April 24, 2007 to August 15, 2010

Advanced Electronics Service Corporation

Anson's Home Appliances - Landmark Makati, Metro Manila Philippines

Achievement: Awarded Best Sales Promoter of the Year 2008

**SALES MERCHANDISER** – October 05, 2006 to March 08, 2007

RMCI – Mandaluyong City, Manila Philippines

ALASKA Food Products

SM Supermarket, Metro Manila Philippines

**DISPLAYER / MERCHANDISER** – February 24, 2006 to August 11, 2006

ISETANN SUPERMARKET

ISETANN Department Store Inc.

Cubao, Quezon City, Metro Manila Philippines

## DUTIES AND RESPONSIBILITIES

- Acknowledge and greet each customer.
- Give highest standard of customer service at all times.
- Effectively assess customers' needs and advise them accordingly.
- Provide accurate information on the merchandise being sold.
- Introduce add-on sales and demonstrate the ability to sell-up.
- Effectively deal with telephone orders and enquiries.
- Achieve maximum sales potential in line with individual and departmental targets.
- Effectively deal with customer complaints.
- Being updated on store sales information on a daily, weekly and monthly basis.
- Demonstrate awareness of current advertising and marketing campaigns, new product launches and promotions.

- Monitor and maintain stock levels in the department.
- Participate in stock takes in accordance with department stock systems.
- Display merchandise in an attractive, simple and clean manner.
- Assist with deliveries and arranging stocks after receiving.
- Ensure that all merchandise on display is correctly priced.
- Take care for stocks: cleaning, dusting and tidying.
- Operating POS equipment and collecting payments from customers.
- Reporting to sales manager.

## KEY SKILLS AND COMPETENCIES

- Having a friendly and professional manner.
- Excellent knowledge in selling techniques, Up-selling and Cross-Selling products.
- Fast learner, flexible, responsible, and hardworking at all times.
- Sales target driven and work dedicated.
- Ability to use own initiative.
- Strong sense of responsibility and desire to get things done properly.
- Career-minded and professional at all times.
- Communicate effectively with colleagues, managers and customers.
- Computer literate, efficient with MS Office (Excel, Word and Powerpoint).
- Visual Basic 6.0 and Hypertext Mark-up Language Programs (HTML)

## EDUCATIONAL BACKGROUND

Collegiate (2003 – 2005)

Diploma in E-Commerce Programming

STI College Muñoz Edsa, Manila, Philippines

Secondary (1997 – 2001)

Urbiztondo National High School

Pasibi East, Urbiztondo Pangasinan, Philippines

Elementary (1991 – 1997)

Duplac Elementary School

Duplac, Urbiztondo Pangasinan, Philippines

## SEMINARS AND TRAINING ATTENDED

- Proper Customer Approach – March 12, 2014 at Jashanmal Head Office Al Barsha 1, Dubai, UAE.
- Customer Service and Selling Techniques – December 16, 2013 at Jashanmal Head Office Al Barsha.1, Dubai, UAE.
- Selling Skills – October 27, 2010 at EROS Sales Office, Dubai, U.A.E.
- Hitachi Product Training – September 5, 2010 at EROS Sales Office, Dubai, U.A.E.
- SMS Programming Visual Basic 6.0 – October 15, 2004 at STI College, Manila Philippines.

## PERSONAL DATA

Date of Birth : August 30, 1984

Age : 37

Civil Status : Married

Religion : Christian

Citizenship : Filipino

Visa Status : Valid until 30-Sept-2021