**AYESHA RIAZ**

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**Al Nahda#1 Street, Dubai, U.A.E**

**Holding Valid U.A.E Driving License**

**PERSONAL SUMMARY**

Proven staff with 3+year’s successful experience in marketing & selling (as sales executive and promoter)in different shopping malls (Deira city center ,Mall of Emirates, Shindagha city center, DFC Arabian Center ,Ibn Battuta mall, Delma mall ,Mushrif mall Alain U.A.E University . Well versed in maintaining high standards of excellence in the daily marketing & selling responsibilities. In depth know-how of be responsible of selling task in accordance to achieve task & targets. Very effective in handling queries and complaints in a professional and resolution-oriented manner.

Keen to find a challenging position within an exciting employer where I will be able to continue to increase my work experience & develop my abilities.

**MARKETING EXPERIENCE:**

**Organization: Carrefour Dubai (by AMT group L.L.C) (Jan 2017-till date)**

**Designation:** Sales Executive

* **Malls / Supermarket Deputed:(Jaleel Group , Talal, Group ,Grand Madina,Lulu ,Zoom,**
* **Carrrfour(Diera city center ,Shindhaga,Emirates Mall),Union Cop Aweer**

**Responsibilities:**

* Reporting to the upper manger
* Order taking indoor Carrefour & outdoor outlets as well.
* Marketing & selling items on daily base achievements as a promoter during weekends.
* Greeting interaction with customers.
* Visiting around 6 outlets per day during weekdays..
* Following deliveries for the display.
* Display of products with F.I.F.O policy, and eye level (visual & accessible display)
* Product care and presentation within shelves, putting retail prices.
* Checking the expiry of products and keeping alignment of products
* ordering of products and highlighting slow moving products
* Tasks, such as inventories, stock record keeping.
* Follow up with Carrefour section manager in line with company policy and complete the required documentation
* Attending meetings & trainings for high performance in accordance to increase sales pitch.
* Fulfill all reasonable requests from guests, to ensure their comfort, satisfaction and safety

**Organization: Reatet Travel & Tourism Company L.L.C (Jan. -2016 to Sept.2016)**

**Designation:** Sales cum Holiday Designer

**Responsibilities:**

* Deliver excellent customer service, at all times
* Marketing & selling Holiday packages on daily base achievements
* Telemarketing & direct assistance to clients during their visit in office.
* Briefing of all offers and customer suitability ,in line with company policy
* Create and work to daily job task for the updates status of my clients (arrivals ,departures, hotel stay timely)
* Keep up to date with current promotions and hotel pricing, to provide information to clients on request, while maximizing bedroom sales opportunities.
* Participating in promotion events for self-awareness and customer interaction for long term clients gain.
* As per responsibilities, managing the data as record of customers ( contact details)
* Greeting to guest with welcoming gesture.
* Assisting customers through phone for their queries

**Organization: Buniyad Hair Care LLC (American Pavilion Global Village)( November- 2014 to May- 2015)**

**Designation:** Sales Representative cum Promoter

**Responsibilities:**

* Direct sales & marketing of beauty products.
* Following deliveries for the display.
* Managing back stock. Refilling of product in shelves.
* To keep updates of competitors of particular product.
* Attend trade shows to identify new products and services.
* Identify current and future trends that appeal to consumers.
* Display of products with F.I.F.O policy, and eye level (visual & accessible display)
* Product care and presentation within shelves, putting retail prices.
* Checking the expiry of products and keeping alignment of products
* ordering of products and highlighting slow moving products
* keeping back stock of fast moving products
* Highlighting the promotions and products in regular shelves.
* Coordination with sales representative as a team to increase sales volume.
* Achieving tasks.
* Taking care of dust, insect or leakage or product, maintaining product quality.
* Refilling of product in shelves.

**Organization: Metro Cash & Carry Departmental store. (October-2012 to September 2014)**

**Designation:** Floor Supervisor

**Responsibilities:**

* Assisting customers as per their requirements
* Conducting training for increase sales pitch of staff and myself.
* Promoting products through direct sales & new promotions for customer satisfaction.
* Supervision of cleaning and other sales staff.
* Presenting appropriate and variety of products to customers for improve sales.
* Maintaining stocks properly.
* Arranging shelves & tagging the prices, if needed in busy hour’s for customer’s acknowledgement.
* Packing and unpacking of products, during promotions to display timely promotions
* Maintain high standards of cleanliness and presentation in all back-of-house areas and customer area.
* Fulfill all reasonable requests from customers to ensure their comfort, satisfaction and safety

**ACADEMIC QUALIFICATIONS**

* Bachelors of Arts Kinnaird College for Women, Lahore, Pakistan
* Intermediate in Commerce (I.Com) (2008) Kinnaird College for Women, Lahore, Pakistan

Matriculation (2006) Board of Intermediate and Secondary Education, Lahore, Pakistan

**STREANGTH:**

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| --- | --- |
| * Sales Development and Management skills | * Tact to deal with multicultural personnel |
| * Generate Customer’s Relations | * Target achiever |
| * Fundamental knowledge of Administration | * Excellent Communication skills |
| * Leading qualities and capabilities | * IT knowledge |
| * Outstanding Customer Service skills | * Adaptable to new work environment |

**SKILLS & COMPETENCIES**

* Good Communication Skills
* Compose Business Communication
* Leadership Qualities, Teamwork
* Organizing and Scheduling
* Windows Operating System
* Microsoft Office and its Tools
* Internet Applications

**PERSONAL DETAILS**

Gender: Female

Date of Birth: 4th November, 1989

Nationality: Pakistan

Passport no: DT99176B1

Language: English, Urdu, Punjabi & Arabic Basic