

# CURRICULUM VITAE

**ASARE GIDEON NANA**

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**Company: - *Al - Seer Group LLC. Dubai.***



## Objective:-

To contribute my services in a reputable organization bearing in a healthy environment where, I can utilize my extensive experiences knowledge, skills and energy only to accomplish company supporting objectives one challenge after another with complete dedication, sincerity and a goal oriented attitude.

## Skills

- ❖ Ambitious and highly motivated to meet the demands of the job.
- ❖ Excellent skills in marketing and **business development**.
- ❖ Experienced in merchandising and **managing sales** in various retail outlets and international brands.
- ❖ Have a track record of getting results and generating sales and improve the service offered.
- ❖ Able to identify and develop new business opportunities.
- ❖ Exceptional communication skills.
- ❖ Good time management skills.
- ❖ Able to work under pressure and with no supervision at all.
- ❖ Skilled in various computer programs in sales and marketing.
- ❖ Previous experience working in competitive markets and delivering results.
- ❖ Great troubleshooting and problem-solving skills.

## Professional Experience:-

**Company Name:- *AL SEER TRADING (Americana)***

**Position Title:- Retail Sales Merchandiser**

**Representative Duration: 2022 till present**

## Responsibilities:-

- ❖ Confidently and effectively represent a Portfolio overall UAE.
- ❖ Accounts:-**Union Coops, Lulu, Westzones and Aswaq.**
- ❖ Follow up journey plan and accomplish KPI in term of P.O.P
- ❖ Build rappo with respective customers.
- ❖ Review the total no of outlets and follow up to avoid zero bill of each SKU.
- ❖ Preparing weekly and monthly reports.
- ❖ Giving sales presentations to a range of prospective clients.
- ❖ Coordinating sales efforts with marketing programs.
- ❖ Meeting or exceeding sales goals.
- ❖ Visiting clients and potential clients to evaluate needs or promote products and services.
- ❖ Understanding and promoting company programs.
- ❖ Plan & develop merchandising strategies that balance customer's expectations & companies' Objectives.

- ❖ Analyze sales figure base on YTD and MTD, customer's reactions & market trend to anticipate product's needs & Plan product range or stock.
- ❖ Generating leads.
- ❖ Answering client questions about credit terms, products, prices, and availability.
- ❖ Maintain freshness, avoiding GRV completely and proper distribution.
- ❖ Achieve daily target on daily working days.

### **Professional Experience:-**

**Company Name:-** ***AL AIN FARMS.***  
**Position Title:-** **Van Sales Representative**  
**Representative Duration:** **2017 to 2022**

### **Responsibilities:**

- ❖ Training of junior Staffs.
- ❖ Accounts - Modern Trade( Carrefour, Sharjah - Cooperative Society, Spinneys, Lulu ) Traditional Trade( Supermarket and Groceries)
- ❖ Making orders in the assigned outlet to maximize sales targets.
- ❖ Conduct visits for allocated outlets, arrange/display products to be well-presented and easily seen by customers, ensuring that FIFO and Food Safety procedures are properly followed.
- ❖ Check for any damage, near expiry and lose shrink-wrapped items and arrange for return of the goods to warehouse.
- ❖ Notify the store representatives for any new promotions and pricing of the products, and keep the customer updated by providing support, information, and guidance.
- ❖ Assist Salesman in collecting and ensuring that Credit Facility forms of the customers are updated and documents such as trade license, passport and visa are valid.
- ❖ Obtain sales order of goods from customers and make the necessary follow-ups to ensure that the deliveries are offloaded on time.
- ❖ Obtain and communicate with Area Sales Manager any existing concerns raised by store representatives such as conflict in barcode assignment, complaints, etc.
- ❖ Assist in delivering urgent or small quantity orders upon request of the Area Sales Manager.

**Company Name:-** ***Nestlé Ghana Ltd***  
**Position Title:-** **Parts Sales, 2010 - 2016**

### **Responsibilities:**

- ❖ Created interior displays to promote products in line with corporate sales objectives.
- ❖ Promoted seasonal products and trends to promote the movement of stock.
- ❖ Replenished display inventory, restructuring based on available stock.
- ❖ Maximize customer's interest and sales level by displaying products appropriately.
- ❖ Took advantage of seasonal trends to create relevant and sophisticated displays. Optimized product and display locations to generate maximum visual impact. .
- ❖ Created interior displays to promote products in line with corporate sales objectives.
- ❖ Designed display signage to captivate customers' attention and provide details for products and promotions.
- ❖ Helped to increase in-store foot traffic by creating winning visual display.

❖ ***Having a valid UAE Manual Driving license (Light Vehicle # 219660).***

### **Educational Qualification:-**

**High School Graduate in,  
Technical and Business Development**

### **Personal skills:-**

- ❖ Energetic, Dedicated, thorough approach to work and Self Motivated.
- ❖ Ability to deal with people diplomatically and always willing to learn
- ❖ Capable of working on own initiative and ability to adapt to new environments.
- ❖ Positive thinking, self-confidence, hardworking, Flexibility.

### **Reasons for Working With you:-**

- ❖ A corporate culture that embraces diversity
- ❖ A clear career path/strong growth avenue for high performing employees
- ❖ Gain the opportunity to work with some of the best brands in the world
- ❖ Benefit from a strong emphasis on homegrown talent, where employees are given priority for all internal opportunities
- ❖ Cutting-edge infrastructure/robust systems and processes.

### **Personal Details:-**

Date of Birth	: 06/03/1990
Marital Status	: Married
Nationality	: Ghanaian
Gender	: Male
Visa Status	: Employment
Passport No	: G2770756

**Language Skills** : English & Ghanaian.

### **Declaration:-**

I hereby declare that the above mentioned statement is correct & true to the best of my Knowledge & belief.