



Anaikh Nazar

PROFESSIONAL SUMMARY

Team-focused luxury boutique manager with four + years of experience building and maintaining strong sales teams to consistently achieve yearly targets. Utilises specialist luxury goods knowledge to maximise sales opportunities, consistently maintaining clean, tidy stores to drive foot traffic.

WORK HISTORY

Real Estate Consultant – 6/2021 – Present
AX Capital – Business Bay, Dubai

- Study Primary and secondary real estate market
- Utilize the leads shared from the organization.
- Build and retain the clients.
- Generate Leads using E-mail marketing, social media and network
- Understand buyer's requirement
- Close deals

Business Development Manager - 2/2021 - Present
Blue Teach Electronics – Ajman

- Set up promotional activities in accordance with available inventory and Staff resources.
- Contact potential customers via telephone, email and in-person inquires.
- Leveraged expertise and training to develop effective business plans, achieve profitability goals and grow business and client retention.
- Identified new opportunities for growth for Blue Teach Electronics.
- Generated leads and capitalized on valuable business opportunities to bring in new company revenue and improve bottom line profit.
- Mentored and internally promoted successful company sales and account management personnel into leadership positions to drive company growth.
- Collaborated with other corporate departments to develop effective business strategies.
- Planned, developed and implemented company growth and new retail store roll-out strategies.

Assistant Boutique Manager 11/2016 - 12/2020
Swiss Time House - Kochi, Kerala, India

- Assists boutique manager in responsibility for the boutique.
- Consistently creates a welcoming environment for the customer by greeting and assisting, as well as quickly responding to customer inquiries and needs.
- Demonstrates desired behaviors for the staff including driving sales, handling difficult and/or complicated sales, cash management, inventory and follow-up with customers.

CONTACT

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SKILLS

- Active Selling Techniques
- Visual Merchandising
- Team Leadership
- Recruitment
- Budget Management
- End Of Day Reconciliation
- Rostering Duties
- Stock Control

- Assists boutique manager with providing a strong leadership presence and control in-boutique, while ensuring that all customers receive good service and quality merchandise.
- Utilizes company tools to diagnose opportunities and develops action plans to improve performance.
- Forecasts/re-forecast business, focusing on productivity to meet sales goals.
- Identifies opportunities to drive traffic into the boutique through community events (weddings, parties, etc.).
- Regularly communicates with boutique manager to discuss strengths, opportunities and trends in business.
- Assists Boutique Manager in partnering with corporate office personnel to increase sales, drive/promote merchandise categories and expand markets.
- Helps boutique manager in identifying training needs and providing ongoing training opportunities to the team as needed.
- Leverages individual staff strengths and creates developmental plans to prepare all level positions for future growth within the organization.
- Assists in hiring to the needs of the business, actively recruiting to ensure open positions are filled quickly.
- Assists boutique manager in delivering consistent, at the moment, feedback and coaching.
- Ensures company standards are met for the boutique and associate appearance at all times.
- Prioritizes, plans, and adjusts schedules as necessary to maximize sales.
- Plans, coordinates and executes all merchandise calendar direction, campaigns and sales promotions in a timely manner.
- Ensures all pricing, signage and displays are correct at all times.
- Receives regular vendor deliveries and stocks sales floor in a timely manner.
- Responsible for controlling inventory stock levels and reordering as necessary within budget.
- Enforces all company policies and procedures, including health, safety and security.
- Manages and controls shrink.
- Performs all duties as directed by supervisor.
- Generated increase in revenue through distributed email marketing, increasing web traffic.
- Maximised revenue by strategic upselling customers items, increasing sales where possible.

Real Estate Agent 07/2014 - 10/2016

Golden Realtors Private Limited - Kochi, Kerala, India

- Rent, buy or sell property for clients.
- Study property listings.
- Accompany clients to property site.
- Developed and implemented campaigns for email, online advertising, search engines and direct post.
- Analysed business developments and monitored market trends.
- Directed and coordinated marketing activities and policies to promote products and services.
- Communicated marketing team plans and accomplishments to verify alignment with senior management objectives.
- Developed pricing strategies while balancing firm objectives with

customer satisfaction maximisation.

- Coordinated art and graphics creation for effective merchandising.
- Initiated market research studies and analysed findings.
- Coordinated and participated in promotional activities and trade shows.
- Cultivated effective partnerships with engineering, marketing, sales and customer support staff.
- Consulted with buying personnel to determine projected demand for products and services.
- Developed marketing plans based upon extensive research and prospects targeted.
- Handled client inquiries professionally and efficiently.
- Preserved brand integrity by monitoring consistency and quality of marketing content.

EDUCATION

Bachelor Of Commerce, 06/2014

William Carey University - Shillong

Tenth Grade, 2008

Bhavan's Adharsha Vidyalaya - Kochi

Twelveth Grade, 07/2011

Peevees Public School - Malapurram

