**CURRICULUM VITAE-YUSUF ZAKARIYA ESMAIL**



**PERSONAL INFORMATION**

Date of Birth : 16th March, 1984.

Marital Status: Married .

Nationality: Kenyan Citizen.

Mob:+254791368779

E-mail: yusuf.esmail84@gmail.com

**PROFILE**

A reliable and a dynamic professional with 6 years experience in visual Merchandising, team

Management and customer services sales tactics in UAE.

Good communication skills and able to deal successfully with wide diversity of people in a business climate. Keen Interest in Fashion and styling.

**OBJECTIVE**

To apply my skills and experience while learning towards adding value to the company’s goals and objective for a better future.

**PROFESSIONAL EXPERIENCE**

**FOREVER 21 SHARAF RETAIL LLC GRP DUBAI U. A. E**

**MAY 2017 - JANUARY 2019**

**SENIOR STORE SALES EXECUTIVE**

* Greets and welcomes all customers entering the store with a Smile
* Assist customers in locating merchandise and presents merchandise upon request
* Gives advice and guidance on product selection to customers
* Develops strong product information knowledge
* Ensures clear and pertinent communication of ongoing promotions to the customers.
* Ensures promotion materials in store are up to date and in impeccable conditions
* Stocks shelves and furniture with merchandising as per merchandising rules
* Collects merchandise from warehouse upon request
* Creates customer profile forms with impeccable field filling
* Processes cash and card payments
* Ensures complete and infallible follow through of all customer’s requests
* Assists in pricing activities
* Receives, unpacks, scans and stores stock as per company’s rules
* Ensures complaints, refunds and exchanges are solved and highlighed to the store manager
* Immediately reports discrepancies and problems to store manager
* Participates in the ongoing daily operational activities of the store as requested by the store manager

**Competencies:**

Education, Academic Qualification and Professional Experience:

**Profile**:

* High School degree completed
* Experience in customer service/hospitality/Retail.
* Ability to work in a team;
* Commercial driven;
* Motivation to start and develop a career in the retail sales business;
* Good English skill.

**March 2011 - January 2016 The Hanger Mombasa, Kenya**

**Sales Executive**

* Identifies business opportunities by identifying prospects and evaluating their position in the industry; researching and analyzing sales options.
* Sells products by establishing contact and developing relationships with prospects; recommending solutions.
* Maintains relationships with clients by providing support, information, and guidance; researching and recommending new opportunities; recommending profit and service improvements.
* Identifies product improvements or new products by remaining current on industry trends, market activities, and competitors.
* Prepares reports by collecting, analyzing, and summarizing information.
* Maintains quality service by establishing and enforcing organization standards.
* Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks;

**Sales Executive Skills and Qualifications:**

* Presentation Skills, Client Relationships, Emphasizing Excellence, Energy Level, Negotiation, Prospecting Skills, Meeting Sales Goals, Creativity, Sales Planning, Independence, Motivation for Sales

**Splash- Apparel Fashion, Landmark group LLC July 2008 - November 2010, DUBAI, U.A.E.**

**SENIOR VISUAL MERCHANDISER**

* liaising with teams such as buying, design and marketing to create design themes and plans, often months in advance, including window and in-store displays, signage and pricing concepts;
* conducting research on current and future trends in design and lifestyle, and associated target market features;
* meeting with business, sales managers and retail managers to discuss sales strategies;
* identifying and sourcing props, fabrics, hardware and lighting;
* maintaining a budget and negotiating with suppliers of visual materials;
* working with architectural features of stores to maximise the available space;
* using artistic skills or computer-aided design (CAD) packages, such as AutoCAD, Mockshop or Adobe Creative Suite, to create visuals and plans;
* creating visual merchandising packs to communicate visual guidelines including layout principles, visual dressings and signage - usually applies to those based in a head office;
* visiting branches to coach in-store visual merchandising or sales teams to interpret the guidelines and training them in the execution of the visual concept;
* assembling or dismantling visual displays in windows or in-store;
* carrying out ‘comp (comparison) Brand's’ to maintain awareness of other retailers' visual merchandising concepts;
* leading and motivating teams to complete displays to tight deadlines;
* Seeking feedback from colleagues and customers on the visual impact of displays and implementing changes.

**STORE MANAGEMENT SENIOR SALES ASSOCIATE JULY 2004 - MAY 2008**

* Enhances sales staff accomplishments and competence by planning delivery of solutions; answering technical and procedural questions for less experienced team members; teaching improved processes; mentoring team members.
* Services existing accounts, obtains orders, and establishes new accounts by planning and organizing daily work schedule to call on existing or potential sales outlets and other trade factors.
* Adjusts content of sales presentations by studying the type of sales outlet or trade factor.
* Focuses sales efforts by studying existing and potential volume of dealers.
* Submits orders by referring to price lists and product literature.
* Keeps management informed by submitting activity and results reports, such as daily call reports, weekly work plans, and monthly and annual territory analyses.
* Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.
* Recommends changes in products, service, and policy by evaluating results and competitive developments.
* Resolves customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to management.
* Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
* Provides historical records by maintaining records on area and customer sales.
* Contributes to team effort by accomplishing related results as needed.

**EDUCATIONAL QUALIFICATIONS**

1. 1999 –2003 St. Xavier’s High School – O-Level Certificate.

1. 1991 –1998 Menengai Primary School – K.C.P.E- Certificate.

**REFEREES**

Shamim Zakariya

C. K Patel ltd

Nakuru,

0724106348

Isack Mohammed

Husqbarna Machinery

Nairobi

0710607701