



# Sherin Maani Mathew

## Dedicated Merchandiser



### PERSONAL SUMMARY

An energetic, driven and highly motivated professional who has a strong desire to succeed and who possesses the ability to build positive working relationships with customers. Having a great experience and professional gravitas who clearly understands the operational and development needs of a business and ability to put the customer at the heart and as constantly focused on what is important to the customer. As a highly effective communicator and who can quickly gain and grasp of a client's strategic direction and requirements. And confident enough with the skills, experience and 'can do' attitude to meet any expectations.

Now looking for a successful career by working for a ambitious and expanding organization.



### WORK EXPERIENCE

#### CURRENT EXPERIENCE

**Dubai Duty Free International Airport**  
DEDICATED MERCHANDISER FOR LVMH  
DUBAI

**Tahseel Legal debt collection for ADCB**  
COLLECTION OFFICER  
Sharjah

Having an overall experience of 5+ years in Sales and Merchandiser with a valid UAE **DRIVING LICENCE.**

**Dubai Duty Free Dubai International Airport (NOV 2015 - NOV 2020)**  
DEDICATED MERCHANDISER FOR LVMH

Responsible for supporting the company and introducing the brand to customers at retail levels as part of a shopfloor team. And collaborating with buyers, suppliers other merchandisers and also assisting customers with orders, billing, cancelations, complaints and other queries.

#### Duties:

- Planning, developing merchandising strategies to maintain in-store shelf space, inventory and displays.
- Maintain merchandising standards while rotating product each time to designated areas within airport and display in compliance with company standards.
- Working closely with buyers suppliers and other merchandisers to plan product space.
- Maximise customer interest and sales levels by displaying products appropriately.
- Analyse sales figures, customers reactions and market trends to anticipate product needs and plan product ranges and stock
- Maintain clean organized space for the products in backroom.
- Make recommendations of promotional strategies using sales and pricing of the product.
- Optimize sales by identifying volume and profitable lines and best sellers
- Remove unwanted and damaged items from the shelf and make a POL and sent it back to supplier.
- Providing the help and advice by communicating courteously with customers on floor and through telephone, emails etc.
- Handling customer complaints and keeping accurate records of discussions or correspondence with customers.
- Assist and support staff in their day to day operations..
- Creating opportunities to up sell the product.

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### EXPERTISE

*Office Procedures*

*IT Skills*

*Minute Taking*

*Data Management*

*Customer Service*

*Dairy Management*

*Filling Documenting*



### PERSONAL SKILLS

*Dubai Driving Licence*

*Problem solving*

*Commitment to outcomes*

*Highly analytical*

*Helpful attitude*

*Troubleshooting Skills*

*Training and Leadership*

*Communication Skills*



## PROFESSIONAL

Desktop Support

Highly Organized

Planning and preparations

Managing Time

Multi-tasking

Call Handling Skills

Listening Skills

Good written and verbal Skills

Customer Engagement

Pro-active

Self Disciplined

Process Development



## LANGUAGES

English

Malayalam

Tamil



## PERSONAL DETAILS

DOB: 25-02-1989

NATIONALITY: INDIAN

PASSPORT #:H6120294

Marital status: Married

Visa Status: Immigration  
Visa



## CONTACT DETAILS

Coimbatore/Tamilnadu  
India  
Pin Code: 641012

CURRENT RESIDENCE  
803 Al Majilis Building  
Al Majaaz  
Sharjah



## ACADEMIC QUALIFICATIONS

BCA (Hons) Bachelor of Computer Applications  
**Bharathiyar University 2006 - 2009**

A level s:(A)English(b)Accountancy(c)Commerce(d)Technology(e)Economics  
**YWCA High Sec School 2004 - 2006**



## KEY SKILLS AND COMPETENCIES

- Attending meeting with suppliers in regarding sales and queries.
- Attending training and train sales staff about the products in a live environment.
- Greet Customers warmly and ascertain problem or reason for calling.
- Take payment information and other pertinent information such as addresses and phone numbers.
- Answer questions about warranties or terms of sale..
- Attempt to persuade customer to reconsider cancellation.
- Able to convince the customer through phone calls.
- Work with quality manager to ensure proper customer service is being delivered.
- Ability to follow instructions and procedures up to the tiniest detail.
- Good problem solving and troubleshooting skills.
- Ability to follow instructions and procedures up to tiniest detail.
- Excellent interpersonal and coordination skills.
- Share knowledge and experience with other team members and provide support as needed.
- Serves customers by providing service information and resolve problems.
- A positive attitude towards customer service.
- Use an effective approach to handle special telephone tasks like call transfers, taking messages, call backs, hold, interruptions and unintentional disconnects
- Effectively deal with job stress, angry clients, and upset customer.
- Processing new customer accounts, maintaining customer accounts, implementing changes to existing accounts, and filing documents and other paperwork.
- Identify voice skills and how to enhance a good telephone presentation.
- Undertaking general administrative duties like filing, photocopying and opening mail.
- Ability to type at 40+ wpm.



## TECHNICAL SKILLS

- Provided technical support, including identifying problem incidents with their subsequent resolutions.
- Assisted company personnel with desktop operation, including both hardware and software Provided employee training and instructions (through presentations) regarding basic operation of software and hardware, technical support and quality standards.
- Supervised and performed installation of new IT network equipment and system software.
- Administered creation of IT accounts and computer systems and offered support.
- Updated management on a regular basis through reports and presentations and via email,.
- Made use of helpdesk systems to prioritize work-load and update queries and calls.
- Documented and maintained supply of all required inventory.
- Assembled information and customer feedback to clarify client requirements



## REFERENCES:

