



Achraf Ourezzouq

SALES EXECUTIVE

Profile

Customer-oriented professional committed to providing exceptional experience by responding swiftly to customers. First-rate negotiation, problem resolution and time management abilities. Expert in resolving customer complaints speedily and satisfactorily. Proven ability to build and solidify customer relationships, develop client loyalty and increase customer retention. Over 5 years of sales and customer service experience in various industries. Proficient in computer systems and software such as POS, CRM systems and Microsoft Office.

Employment History

Sales Executive , Saphir Jewellers (Rabat, Morocco)

JANUARY 2023 – DECEMBER 2023

- Offered exceptional service by welcoming customers and engaging with them in a friendly and professional manner.
- Adopted a consultative approach for customers to help them in making decisions to buy jewelry and suggesting alternatives as per the occasion.
- Informed customers about price according to weight of jewelry and negotiated with them to close a deal.
- Led customers through the buying process by boxing, wrapping and bagging their purchases.
- Prepared bills, processed transactions, provided warranty certificates and created invoices.
- Performed merchandising and stock rotation through coordination with store manager.
- Put forth excellent customer service efforts at all times resulting in 92% customer satisfaction feedback.

Restaurant Supervisor , Burj Al-Hamam (Pearl, Qatar)

DECEMBER 2021 – NOVEMBER 2022

- Responsible for dining room's appearance, consistency of set up, F&B service and quality of experience.
- Ensured staff compliance with health and safety regulations as well as other applicable laws.
- Supervised activities of all associates assigned to floor while ensuring that breaks occur in a timely manner.
- Slashed service times by 15% through relationship development with staff along with proper supervision and training.
- Build rapport with customers to get feedback from them, in order to implement positive changes within the restaurant.
- Recorded transactions quickly in MICROS CRM system to deliver prompt service.

Sales Executive, Jules (Rabat, Morocco)

JULY 2020 – NOVEMBER 2021

- Consistently promoted in-store signage and displays and re-stocked merchandise from returns or dressing rooms.

Details

Zone 44, Al Rasha Street

Doha

Qatar

+974 5020 5707

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DRIVING LICENSE

Light Vehicle (Qatar & Morocco)

Skills

Sales Analysis

Stock rotation

Merchandising

Lead Generation

Account Management

Business Development

Excellent Communication

Sales Target Management

Customer Relationship
Management

Hobbies

Playing Football

Music

Watching any sports

Languages

Arabic

English

French

- Guided 50+ customers per day in selecting and trying dresses and ensured a positive shopping experience.
- Helped customers complete purchases, locate merchandise and join reward programs to promote loyalty, satisfaction and sales numbers.
- Informed customers about prices and processed items sold by scanning barcodes.
- Met all sales targets by driving sales through suggestive selling and promoting add-on purchases.
- Handled customer complaints, improving customer satisfaction rate by 15%.
- Regularly handled inventory management and stock rotation.

Sales Representative, The Caballero (Tangier, Morocco)

JULY 2019 – JUNE 2020

- Guided customers in finding the products they are looking for and provided recommendations based on their needs.
- Processed transactions accurately and efficiently using store's point-of-sale system.
- Sales target management by meeting individual and team sales targets on a regular basis.
- Focused on building relationship with customers by handling customer inquiries, complaints, and returns in a timely and professional manner.
- Participated in training sessions and meetings to enhance product knowledge and sales techniques.

Supervisor, Hilton Tangier Al Houara Resort & Spa (Tangier, Morocco)

JUNE 2018 – MAY 2019

- Responsible for supervising and coordinating the activities of restaurant staff to ensure efficient and effective operations.
- Trained and developed restaurant staff to provide excellent customer service and maintain high levels of cleanliness and hygiene.
- Maintained accurate records of restaurant transactions, including sales, inventory, and customer feedback.
- Collaborate with management to develop and implement strategies to improve restaurant performance and profitability.

Head Waiter , Mövenpick (Tangier, Morocco)

MAY 2017 – APRIL 2018

- Addressed diner complaints with kitchen staff and served replacement menu items promptly.
- Demonstrated genuine hospitality while greeting and establishing rapport with guests.
- Raised sales volumes through cross/upselling while assisting guests in order selection by promoting specific menu items and specials.
- Frequently assisted colleagues during the rush period to foster and promote teamwork while providing exceptional service and guest dining experience.

Waiter, Casa García (Asilah, Morocco)

OCTOBER 2017 – MARCH 2017

- Guided guests with making menu choices in an informative and helpful fashion.
- Consistently delivered exceptional customer service by quickly and efficiently clearing tables and regularly checking on guests to ensure satisfaction with their order.

Education

Diploma in Hospitality & Tourism , Institute Technology Applied Hoteliere
And Tourism De Tanger, Tangier-Morocco

JULY 2016

High School Diploma, Govt Boys High School , Khemisset-Morocco

JUNE 2011

Courses

Six Sigma White Belt Certification in Sales , Six Sigma Online