

DIMOUKRATI SALMA

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ABOUT ME

Dedicated Customer Service and Sales Specialist with 4+ years of experience in retail, management, and customer relations. Proven success in driving sales, exceeding target, and delivering exceptional customer experiences. Equipped with a solid foundation in web development and technology, combined with strong communication and problem-solving skills. Seeking to leverage my expertise to contribute to business growth and success.

EDUCATION

ACCENTURE - FUTURELEARN

2025

Certificate of Achievement in Digital skills: Digital Marketing

Faculty of Letter and Human Sciences - Mohammedia, Morocco

2019-2022

Bachelor's Degree in English Studies

Center Atlantique Formation - Casablanca, Morocco

2020-2021

Professional training in web Development

WORK EXPERIENCE

Brand Ambassador | Sales Assistant

August 2022 - Present

Qatar Duty Free - Doha, Qatar

- Represented the High-end luxury Brands by maintaining a professional image in a competitive retail environment.
- Increased sales performance by upselling and cross-selling products, achieving and surpassing sales targets.
- Strengthened customer relationships through effective communication and tailored product recommendations.
- Monitored stock levels, managed merchandise displays, and ensured efficient inventory processes.
- Collaborated with cross-functional teams to enhance service delivery and operational efficiency.

Store manager

February 2021 - June 2022

MORDIO S.A.R.L - Casablanca, Morocco

- Oversaw B2B sales operations in the importing / exporting sector, specializing in trade relations with china.
- Analyzed sales performance, scheduled and trained staff, and streamlined day-to-day operations.

Quality Manager

June 2019 - September 2019

D.A.T.M.A - Casablanca, Morocco

- Supervised quality control processes for clothing exports, ensuring compliance with industry standards.
- Managed a team of inspectors to ensure consistent product excellence and adherence to regulations.

SKILLS

- Webmaster
- Sales Strategy
- Management and Team Coordination
- Problem-Solving
- Customer Relationship Management (CRM) Software
- Team Leadership and Collaboration
- Strong Written and verbal Communication

LANGUAGES

- Arabic : Native
- English : Expert
- French : Advance