

# CRISTOPHER TAYAG

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## CAREER OBJECTIVE

To join a team where I can utilize my skills and will help me in my professional and personal development.

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## SUMMARY OF QUALIFICATIONS

- More than 10 years of extensive retail experience.
- Basic Arabic and fluent in English.
- Highly organized and ability to handle multi-task effectively.
- In depth customer service skills.
- Exceptional record maintenance skill.
- Excellent coordinating skills.
- Strong ability to lead and train.
- Remarkable word processing and data entry skills.
- Efficient Sales Experience.
- Experienced Visual Merchandiser..

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## WORK EXPERIENCES

### **FNAC QATAR (Darwish Holding)**

#### **Visual Merchandiser**

**Sept 2024 – May 2025**

- Monitored and replenished display inventory and restructured according to available stock.
- Managed aesthetically pleasing displays to showcase company products and increase sales.
- Enhanced overall store appearance by applying careful consideration to product and display locations.
- Coordinated with marketing and promotions teams to verify proper implementation of visual elements of display.
- Developed innovative approaches to store layout to optimize customer flow and optimize sales potential.
- Managed installation of visual merchandising displays, urging team to with speed and accuracy.
- Analysed sales data and customer feedback to develop creative solutions to improve customer experience.
- Worked with store managers to implement new displays, promotions and store layout changes.
- Evaluated store performance and made recommendations for changes to optimize sales.
- Developed themes, props and lighting for merchandise displays.
- Developed visual merchandising plans and strategies to promote store offerings.
- Investigated current trends and innovative techniques to create unique displays.
- Created visual displays to highlight new and featured products.
- Proposed new ideas and concepts to enhance merchandise displays.
- Analysed customer feedback and shopper trends to inform display designs.
- Developed merchandising strategy to efficiently move overstock.

**Virgin Megastore Place Vendome (AZADEA)****Visual Merchandiser****December 2020 – June 2024**

- Responsible for window display depending each campaign in a monthly basis.
- Responsible for merchandising every new collection and stock rotation.
- Responsible for merchandising lifestyle products such as house, fashion, beauty and grooming, toys and stationery.
- Maintaining the display as per the Brand guidelines.
- Knowledgeable when it comes to business analyzation and KPI's.
- Responsible for updating marketing related things such as paid campaign and artwork.

**Old Navy Gulf Mall (AZADEA)****Visual Merchandiser****December 2015 – September 2020**

- Knowledgeable with products and fashion trends.
- Well organized and responsible with an aptitude of problem solving.
- Displaying/ merchandising products according to Brand Guide and Specifics.
- Flexible and equipped with the techniques of a coordinator.
- Other duties that may assign.

**Puntoroma Gulf Mall (AZADEA)****Sales Associate****January 2015 -December 2015**

- Excellent customer service skills.
- Passionate in terms of coordination and window display.
- Unremarkable cash handling skills.

**Puntoroma Villaggio Mall (AZADEA)****Storekeeper****April 15, 2014- December 31, 2014**

- Always updating the managers and sales team regarding shipments and products
- Well organized and knowledgeable regarding stock availability
- Exceptional record maintenance skill.

**Sales Associate / Product Demonstrator / Merchandiser**

Gulf Greetings General Trading LLC

The Toy Store Dubai Mall Branch

**June 2013 - January 2014**

- Demonstrates products and explains features to customers to promote sales.
- Answers customer's inquiry.
- Coordinating with the suppliers if any issues arise. .
- Providing after sales service.

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**EDUCATIONAL BACKGROUND****Tertiary**

Bachelor of Science in Business Administration

Major in Marketing

University of Caloocan

Caloocan City, Philippines

June 2003 – April 2007

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**PERSONAL INFORMATION****Nickname:** Cris**Birth Date:** Nov 06, 1984**Civil Status:** Married**Nationality:** Filipino**VISA Status:** Residence Visa