

Sagara Priyantha

Sales & Merchandising Specialist

Doha, Qatar | +974 3396 3358 | sagarapriyantha@gmail.com

Professional Summary

Results-driven Sales and Merchandising professional with over 10 years of success in retail environments, excelling in sales performance, visual merchandising, client servicing, and team leadership. Proven ability to enhance customer experience, optimize stock flow, and increase sales through data-driven strategies and team motivation.

Key Competencies

Sales & Revenue Generation | Visual & Strategic Merchandising | Store Operations & Management | Client Engagement & Retention | Team Training & Supervision | Inventory & Stock Control | Promotional Campaigns | Retail Marketing Strategies | Data Analysis & Reporting | Market Trend Identification

Professional Experience

Merchandiser

Qatar Duty Free - Doha, Qatar | May 2022 - Nov 2024

- Spearheaded merchandising strategies for high-traffic retail spaces, optimizing product visibility and conversion.
- Analyzed customer buying behavior and sales trends to refine inventory and assortment plans.
- Collaborated with marketing and procurement teams to execute promotions and new product launches.
- Trained and mentored sales staff, driving product knowledge and upselling techniques.
- Ensured high stock availability through accurate forecasting and timely replenishment.

Assistant Merchandiser

Qatar Duty Free - Doha, Qatar | July 2015 - May 2022

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- Supported merchandising team in executing sales-boosting visual layouts and display plans.
- Conducted regular audits to ensure planogram and brand compliance.
- Played a key role in inventory coordination, price tagging, and markdown implementation.
- Aided in organizing product promotions and store events.

Assistant Manager

Barefoot (Pvt) Ltd. - Galle, Sri Lanka | Feb 2010 - Nov 2012

- Managed day-to-day retail operations, from staffing to stock control and customer service.
- Drove in-store marketing campaigns, resulting in a significant boost in footfall and repeat business.
- Monitored team performance and implemented KPIs to improve service delivery.

Sales Assistant

Jarir Bookstore - Doha, Qatar | Sep 2006 - Jan 2010

- Delivered excellent customer service and product knowledge in a high-volume bookstore.
- Supported visual merchandising and organized stock replenishment cycles.
- Processed transactions and maintained sales records with attention to accuracy.

Bookshop Manager

Colombo Barefoot - Colombo, Sri Lanka | Aug 2002 - Aug 2006

Sales Assistant

Alshaya Trading Agencies - Riyadh, KSA | Sep 2001 - Jul 2002

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Sales Assistant

Vijithayapa Bookshop - Colombo, Sri Lanka | Sep 2001 - Jul 2002

Education

Bachelor of Arts (General), University of Ruhuna - Matara, Sri Lanka | 1999

Certificate in Professional English, Open University of Sri Lanka - Nawala, Sri Lanka | 1998

Languages

English - Advanced | Sinhalese - Native

References

Available upon request.