



Ilies Abou Elhouda Leboukh

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SUMMARY

Dynamic and customer-focused Sales Associate with over 6 years of experience in fashion retail, including ZARA and PULL&BEAR. Skilled in delivering high-end client service, achieving sales targets, and maintaining brand image. Passionate about fashion and eager to represent the elegance and heritage of Dior.

EXPERIENCE

sales associate

ZARA store (essenia mall)

August 2023 - May 2025, Mostaganem, Algeria

- Greeted and assisted VIP clients with personalized shopping experiences.
- Exceeded monthly sales targets.
- Provided expert advice on styling and product selection.
- Ensured store displays and stock were aligned with brand standards.

Sales associate

PULL&BEAR (

April 2021 - July 2023, Mostaganem, Algeria

- Delivered excellent customer service in a fast-paced environment.
- Maintained store cleanliness and assisted with visual merchandising.
- Handled returns, exchanges, and cash register transactions professionally.

Fragrance Sales Associate

Hijaz Fragrance Store

May 2019 - March 2021, Mostaganem, Algeria

- Increased monthly fragrance sales by promoting high-margin items and introducing gift bundles.
- Reduced product returns by delivering accurate product recommendations and educating customers.
- Conducted fragrance sampling events to engage new customers and increase store traffic.
- Maintained visual merchandising standards aligned with brand image and promotional campaigns.

EDUCATION

Bachelor's Degree in French Language and Literature (Media and Communication), 2015

Abdelhamid Ibn Badis University, Mostaganem, Algeria

High School Degree in Experimental Sciences

Hamou Otmane Secondary School, Kheireddine, Mostaganem, Algeria - 2011

SKILLS

- **Luxury Customer Service:** Personalized client assistance, VIP relationship management, refined service etiquette.
- **Sales Expertise:** Skilled in upselling, cross-selling, and consistently achieving sales targets.
- **Product & Fashion Knowledge:** Strong understanding of retail collections, seasonal trends, and styling techniques.
- **Multilingual Communication:** Fluent in Arabic, English and French; excellent interpersonal and listening skills.
- **Retail Operations:** Proficient in POS systems, inventory control, and boutique presentation.
- **Visual Merchandising:** Experience maintaining luxury store layouts aligned with brand standards.
- **Team Collaboration:** Reliable team player, adaptable in high-paced environments, calm under pressure.

LANGUAGES

Arabic: Native

English: Advanced

French: Advanced