



RIZWAN MAHAMMAD

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Nationality: Indian | Date of Birth: 06.05.1997

 [LinkedIn Profile](#)

 ***Immediately available in Qatar with Transferable Visa and NOC***



Objective

Experienced and proactive **Sales Merchandiser** with 7 years in the **electronics retail industry**, specializing in showroom merchandising, customer engagement, stock planning, and promotional displays. Known for increasing product visibility, maintaining showroom standards, and supporting sales teams to boost revenue. Seeking to contribute to a dynamic electronics showroom where I can apply my merchandising and customer service skills to enhance sales and brand image.

Key Skills

- Electronics Product Merchandising
- Showroom Display Management
- In-store Promotions & Branding
- Stock Replenishment & Inventory Control
- Product Knowledge & Demonstrations
- Sales Support & Customer Interaction
- Visual Merchandising Standards
- Competitor Analysis & Reporting
- Planogram Compliance
- MS Excel

Professional Experience

Sales Merchandiser – Electronics Showroom

JS Electronics & Electricals, India

Feb 2022 – Apr 2025

- Arranged and maintained attractive displays of TVs, audio systems, appliances, and mobile gadgets to promote sales.
- Conducted regular floor walks to ensure displays matched planograms and stock was always available.

- Demonstrated product features to customers, assisted in closing sales, and provided technical support when needed.
- Coordinated with the warehouse for timely restocking of fast-moving electronics and showroom items.
- Supported seasonal promotions by setting up banners, digital displays, and standees according to brand guidelines.
- Worked with the sales team to gather customer feedback and adapt merchandising strategies accordingly.
- Trained showroom staff on new arrivals and how to highlight key product features for better customer engagement.
- Maintained cleanliness, lighting, and signage quality to enhance the showroom environment.

Sales & Merchandising Assistant – Electronics Showroom

JS Electronics & Electricals, India

Aug 2018 – Jan 2022

- Assisted in setting up daily displays and promotional zones for laptops, smartphones, and home appliances.
- Engaged with customers on the showroom floor to provide product recommendations and answer technical questions.
- Maintained stock levels by coordinating with back-office staff and managing product transfers between branches.
- Ensured all products were correctly priced and tagged; helped monitor expiry dates for promotional offers.
- Collected customer insights and market trends to share with sales supervisors for strategic planning.
- Provided excellent after-sales support and resolved basic product issues to maintain customer satisfaction.

Education

Bachelor of Commerce

Nehru Memorial College, Sullia D. K – **2017**

References

Available upon request.