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Visa Type: Resident Permit (QID valid)

### *Professional Summary*

Results-driven Merchandiser with over 13 years of experience in retail and FMCG merchandising, stock management, visual displays, and promotional execution. Proven track record in optimizing store layouts, boosting sales, maintaining vendor relationships, and enhancing brand presence. Excellent coordination with sales and marketing teams to ensure effective product positioning and stock rotation.

### *Core Competencies*

- Visual Merchandising & Display Planning
- Inventory & Stock Control
- Promotion & Campaign Execution
- Market Trend Analysis
- Team & Customer Relationship Management
- Sales Data Analysis
- Quality Assurance Standards
- In-store Customer Communication

### *Professional Experience*

#### *Benina Foods, Qatar*

##### **Senior Merchandiser**

📅 July 2011 - Present

- Strategically managed store displays in collaboration with the sales team to maximize visibility and drive sales.
- Maintained up-to-date call book records to track inventory placement, shelf compliance, and promotional performance.
- Oversaw merchandising logistics, visiting store section to adjust displays based on stock movement and customer behavior.
- Monitored expiry dates, executed stock rotation, and reported customer issues to ensure high service standards.
- Coordinated with the marketing team for seasonal promotions and visual campaigns.
- Ensured promotional materials were in good condition and effectively positioned within stores.



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Panasonic JTC, Philippines

### **Merchandiser**

📅 April 2009 – June 2011

- Created and implemented product display plans based on market trends and sales analytics.
- Worked with suppliers and internal teams to optimize delivery schedules, pricing, and stock levels.
- Developed store layouts that improved footfall and increased product engagement.
- Analyzed sales data to fine-tune product positioning and promotional strategies.
- Supported inventory management to ensure product availability and reduce overstock.

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### Education

🎓 *Computer Secretarial*  
*Data Center Philippines- 2000*

*Certificate:*

*Merchandising Excellence - Level Up Business training & Consulting (September 2019)*

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### Technical Skills

- Inventory Management Systems
- Retail Analytics Tools (if any)