



DAISY BATHAN

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SUMMARY

Highly experienced and customer focused professional with over 16 years of diverse experience in customer service, sales coordination, and retail operations across the Philippines and the GCC region. Proven track record in luxury fashion retail, jewelry and watches, hardware retail (Ace Hardware Philippines), and food service, with strong expertise in delivering exceptional customer experiences and driving sales performance.

Certified Bookkeeper with solid foundational knowledge in accounting principles and hands on experience with QuickBooks. Recently completed academic studies in Information and Communication Technology and Fundamentals of Marketing at the University of the Philippines Open University, further enhancing digital, analytical, and marketing competencies.

Recognized for strong interpersonal skills, attention to detail, adaptability in fast paced environments, and a commitment to excellence in both front-line customer service and back-office support roles.

WORK EXPERIENCE

Senior Sales Associate | Gulf Fashion Trading

Jan 2020 - Oct 2023

- Experienced in delivering exceptional service to high-end clientele, specializing in styling party dresses and occasion wear.
- Skilled in personalized client consultations, outfit curation, and upselling complementary items to create complete luxury looks.
- Proven track record of exceeding sales targets, managing VIP client relationships, mentoring junior staff, and supporting visual merchandising aligned with brand standards.

Senior Sales Associate | Armada Retail Concept

April 2015 - Dec 2019

- Delivered personalized styling and wardrobe advice for high-end clients.
- Achieved sales targets through expert product knowledge and client relationship management.
- Maintained excellent visual merchandising and store presentation standards.
- Provided exceptional customer service, from first greeting to after-sales follow-up.
- Supported team training and mentored junior staff on sales techniques and brand standards.

Sales Coordinator | Brills Marketing Corporation/ Ace Hardware | Philippines

Jul 2010 - Jan 2015

- Supported daily sales operations by coordinating between the sales team, inventory staff, and management to ensure smooth store performance.
- Assisted customers with product inquiries, order placements, and after-sales support, maintaining a high standard of service.
- Monitored stock levels, processed purchase orders, and followed up with suppliers to ensure timely product availability.
- Prepared sales reports, tracked KPIs, and supported promotional activities to drive store performance.
- Collaborated with the floor team to maintain organized displays, ensuring product visibility and adherence to brand guidelines.

Sales Associate | Home World shopping Center |Philippines**Jun 2009- Jan 2010**

- Assisted customers in selecting bed sheets, towels, curtains, and other linen products.
- Provided detailed information on fabric types, sizes, colors, and care instructions.
- Ensured the linen section was clean, organized, and well-stocked at all times.
- Processed customer purchases, exchanges, and returns efficiently.
- Achieved monthly sales targets and promoted ongoing offers or new arrivals.
- Handled customer inquiries with professionalism and built lasting relationships.
- Supported inventory checks and helped with restocking and visual merchandising.

Sales Associate | SilverWorks |Philippines**March 2008 - April 2009**

- Assisted customers in selecting jewelry based on style, budget, and occasion.
- Demonstrated detailed knowledge of gemstones, metals, and jewelry care.
- Processed sales transactions accurately and handled returns or exchanges.
- Maintained clean, secure, and visually appealing product displays.
- Achieved monthly sales goals and promoted new collections.
- Provided after-sales support and built strong client loyalty.

Service Crew | Potato Corner | Philippines**Jun 2007- Feb 2008**

- Greet customers politely and take food and drink orders accurately.
- Prepare and serve flavored fries and other menu items according to company standards.
- Maintain cleanliness and sanitation of the counter, equipment, and work area.
- Handle cash, process payments, and issue receipts correctly.
- Ensure proper food handling and safety practices at all times.
- Restock supplies and assist in inventory as needed.
- Provide fast and friendly service to ensure a positive customer experience.
- Follow company procedures and assist teammates during busy hours.

EDUCATION

Certificate in Fundamentals of Marketing
University of the Philippines
(UPOU Completed 2025)
Certificate in Information and Communication
Technology
University of the Philippines (UPOU competed 2025)

NCIII Introduction to
Bookkeeping
NCIII Posting Transactions
NCIII Preparing Financial
Reports
Tesda (Completed 2025)

Secondary Education
Batangas Philippines
2003 - 2007

ADDITIONAL INFORMATION**Technical Skills :**

CRM systems (Salesforce, Zoho)
Bookkeeping software (QuickBooks, Xero)
Microsoft Office (Excel, Word, PowerPoint, Outlook),
POS and inventory management systems, Digital
marketing tools (Canva)
Sales reporting and data entry

Language :

English, Tagalog , Basic Arabic

Certification :

NCIII Bookkeeping , Fundamentals of Marketing,
ICTs