

ZAIN BABAR

Showroom Merchandiser

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Summary

Creative and results-driven **Showroom Merchandiser** with 3+ years of experience in retail display management, visual merchandising, and sales operations. Skilled in organizing product layouts, maintaining showroom standards, and driving customer engagement through effective product presentation. Adept at understanding consumer behavior, maximizing sales opportunities, and collaborating with sales teams to meet performance targets. Seeking to contribute my merchandising expertise, design sense, and sales skills to a reputable retail organization.

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Education

University of Engineering and Technology (UET)

BSc in Engineering

Lahore, Pakistan

Oct 2020 – Oct 2024

Experience

Showroom Merchandiser – MZB Traders

Aug 2024 - July 2025

- Ensured effective product placement and visibility across assigned retail outlets.
- Maintained optimal stock levels and ensured timely replenishment of products.
- Implemented planograms and promotional displays according to brand guidelines.
- Collected and analyzed sales data to identify trends and improve product performance.
- Built positive relationships with store managers and sales staff to boost product sales.

Sales & Display Coordinator – Dawood Foods

Feb 2023 - Aug 2024

- Assisted in planning and executing in-store promotions and seasonal displays.
- Conducted regular market visits to monitor competitor activities and pricing.
- Maintained accurate inventory records and coordinated with supply teams for restocking.
- Ensured adherence to visual standards and effective brand presentation.

Customer Service & Sales Assistant – Clear Vision

May 2022 - Dec 2022

- Supported store operations by assisting customers and promoting key products.
- Provided feedback on customer preferences to improve product placement.
- Recognized for achieving sales targets and maintaining store presentation standards.

Technical Skills

- Merchandising & Product Display
- Retail Operations & Store Coordination
- Planogram Implementation
- Inventory Management & Stock Replenishment
- Market & Competitor Analysis
- Sales Promotion & Brand Presentation
- Microsoft Excel & Reporting

Soft Skills

- Strong Communication & Interpersonal Skills
- Organization & Time Management
- Detail-Oriented & Analytical
- Team Collaboration & Relationship Building
- Adaptability in Fast-Paced Environments

Certificates

- Retail Merchandising & Display Management (Udemy, 2024)
- Sales & Customer Service Excellence (2023)
- Inventory & Supply Chain Management (Coursera, 2023)
- Effective Communication & Team Coordination (2022)

Languages

- English (Professional Proficiency)
 - Urdu (Native)
 - Hindi (Conversational)
 - Punjabi (Native)
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