



ALEXIS BUFIL BERIDO

CONTACT

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SKILLS

- Communication, Customer Service, Innovation, Negotiation, Coaching
- Ability to comprehend accurately
- Ability to operate all equipment necessary to perform the job
- Ability to communicate with associates and clients
- Proficiency in using Microsoft office application

QUALIFICATION

- Works well with very less supervision
- Self- motivated, dependable and trustworthy
- Persuasive and aggressive
- Skilled at learning new concepts quickly while working well under



OBJECTIVE

To obtain a responsible position in sales and merchandising where I can apply my strong customer service, communication, and organizational skills, along with my experience in product management and inventory control, to contribute to the company's success and achieve professional growth.

WORK EXPERIENCE

Sales/Merchandiser – Sport Cards Gallery

Al Mana Group – Doha, Qatar

(November 2022 – September 2024)

Duties and Responsibilities:

- Responsible for the customer base, pricing organization of stocks.
- Meeting and greeting costumers and making them feel welcome.
- Cleaning the shop before it's opening.
- Assist customers and ensure give/provide what items they want.
- Prepare and send a report to accounts weekly sales report.
- Arranging/facing products.
- Monitor store inventory based on sales and intake

Merchandiser Cum Salesman

Al Mana Refreshments - Doha, Qatar

(April 2019 – November 2022)

Duties and Responsibilities:

- Plan and develop merchandising strategies that balance customers' expectations and company's objectives
- Analyze sales figures, customers reactions and market trends to anticipate product needs and plan product ranges/stock
- Collaborate with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales

- Maximize customer interest and sales levels by displaying products appropriately
- Produce layout plans for stores and maintain store shelves and inventory
- Forecast profits/sales and plan budgets
- Ensure that stores, shelves or websites are stocked with the right types and quantities of products
- Display, arrange, price, and rotate products in store
- Maintain store shelves by removing dated or damaged products
- Monitor store inventory based on sales and intake
- Optimize sales volume and profitability by identifying profitable lines and bestsellers
- Make recommendations for promotional strategies using sales and pricing data
- Work and communicate with buyers, suppliers, stores, and distributors.

Merchandiser

Benina Food Est – Doha, Qatar
(August 2016 – April 2019)

Duties and Responsibilities:

- Responsible for maintaining products availability at any given point of time and merchandising products from stores to sales area each day.
- Determine product orders from time to time; develop business growth and costumer relationship.
- Help to achieve growth targets through effective selling and merchandising and provide world-class costumer service.
- Ensuring high standards of merchandising, presentation standards and delivery of marketing briefs.
- Checking expiry daily and FIFO/First in First Out.

Merchandiser Cum Driver

JTC Mall - Philippines
(2013-2015)

Duties and Responsibilities:

- Reviewing competitors, including pricing, profit, marketing and other progress
- Monitoring sales and identifying any losses or stock wastage.

- Working with suppliers and distributors to negotiate prices and order large volumes
- Collaborate with executives, marketers and salespeople to set prices that are good for the market and profit.
- Getting to know the customer base and understanding their motivation and sales drivers.
- Reviewing customer feedback to predict sales trends and seasonal stock demand
- Briefing staff on stock display and rotation to ensure every space is optimized
- Researching and monitoring industry trends and consumer behavior to anticipate demand and changes in buying patterns.
- Making predictions based on sales data, customer feedback and market trends