

# MUAZZAM ALI

## SENIOR RETAIL SUPERVISOR | SALES & STORE OPERATIONS

**Address:** Doha, Qatar  
**Phone:** +974 77839927  
**Email:** mirzamuazzam433@gmail.com  
**Driving licence:** Valid Qatri Driving license

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### PROFESSIONAL SUMMARY

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Results-driven Sales and Retail Professional with proven experience in store operations, outdoor sales, and business management. Skilled in driving revenue growth through consultative selling, strategic marketing, and strong customer relationship management. Demonstrated ability to lead teams, optimize inventory control, and enhance visual merchandising to improve customer experience and sales performance. Experienced in field sales, market analysis, and identifying new business opportunities. Entrepreneurial mindset with hands-on experience in managing an online business, including digital marketing, product sourcing, and customer engagement. Committed to achieving targets, improving operational efficiency, and delivering exceptional service.

### CORE COMPETENCIES

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- Retail Operations Management
- Sales Growth & Revenue Optimization
- Store Supervision & Team Leadership
- KPI Monitoring & Sales Performance Analysis
- Customer Relationship Management (CRM)
- Upselling & Cross-Selling Strategies
- Inventory Control & Stock Management
- Visual Merchandising Standards
- Staff Training & Performance Coaching
- Sales Forecasting & Business Reporting
- Digital Marketing & Online Sales
- Sales & Business Development
- Outdoor & Field Sales Operations
- Team Leadership & Staff Supervision
- Communication & Interpersonal Skills
- Problem Solving & Decision Making

### WORK EXPERIENCE

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#### Outdoor Sales Executive

#### Boss Group of Companies | July 2024 - October 2025

- Conducted field sales operations by visiting retail outlets, dealers, and potential clients to promote company products
- Built and maintained strong relationships with customers to ensure repeat business and long-term partnerships
- Identified new sales opportunities through market visits, networking, and competitor analysis
- Successfully met and exceeded monthly sales targets through effective sales strategies
- Demonstrated strong negotiation and closing skills to convert leads into sales
- Provided product knowledge and guidance to customers, ensuring high satisfaction levels
- Collected customer feedback and reported market trends to management for business improvement
- Managed order booking, payment follow-ups, and timely delivery coordination
- Maintained accurate records of daily visits, sales activities, and client interactions
- Represented the company professionally in outdoor meetings, enhancing brand reputation

## **Store Supervisor**

### **Bacha Party (Kids Retail Store) – Pakistan | February 2022 – June 2024**

- Supervised daily store operations to ensure smooth workflow and efficient service delivery.
- Managed staff scheduling, task allocation, and team coordination to maintain operational efficiency.
- Conducted regular inventory audits, reducing discrepancies and maintaining stock accuracy.
- Ensured compliance with visual merchandising standards to enhance product presentation and customer experience.
- Monitored sales trends and recommended corrective strategies to improve sales performance.
- Trained and mentored team members to enhance sales skills, customer engagement, and productivity.

## **Retail Sales Associate**

### **Edenrobe – Perfume Hub Division – Pakistan | March 2021 – January 2022**

- Consistently achieved and exceeded individual and team sales targets through consultative selling techniques.
- Built strong customer relationships, increasing customer loyalty and repeat purchases.
- Converted walk-in visitors into buyers through effective product presentation and persuasive communication.
- Managed POS transactions and cash handling with high accuracy and compliance.
- Supported promotional campaigns and seasonal marketing activities to drive sales growth.
- Maintained high visual merchandising standards to improve product visibility and customer engagement.

## **Founder & Online Business Manager**

### **Lorna Skincare – Pakistan | January 2025 – Present**

- Founded and managed an online skincare business, overseeing all operational and marketing activities.
- Developed and executed digital marketing strategies to increase brand visibility and customer acquisition.
- Managed product sourcing, pricing strategy, order processing, and customer service.
- Built long-term customer relationships through effective online engagement and service delivery.
- Optimized marketing campaigns to improve revenue generation and customer retention.

## **EDUCATION**

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### **Bachelor of Commerce (B.Com)**

University of the Punjab – Pakistan

### **Intermediate in Commerce (I.Com)**

Board of Intermediate & Secondary Education, Gujranwala – Pakistan

## **CERTIFICATION**

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- Sales Strategy Development
- Business Performance Reporting
- Customer Persuasion & Negotiation
- Retail Data Analysis
- Operational Efficiency Improvement

## **LANGUAGES**

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- English – Upper Intermediate (B2–C1)
- Urdu – Native