

# Joseph Muriithi

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## ✓ Objective

Results driven Sales Specialist with over 6 years of experience in retail and financial services within high-traffic environments, including airport operations. Demonstrated expertise in consultative selling, customer engagement, and delivering exceptional service to drive revenue growth and customer loyalty. Proven track record of exceeding sales targets through effective cross-selling, upselling, and promotion of loyalty programs. Skilled in POS operations, high-volume cash handling, inventory management, and compliance with AML/KYC regulations. Adept at working in multicultural environments with strong communication, analytical, and problem-solving abilities. Holds a Bachelor of Economics

## ✓ Experience

- **Travellex Qatar- Hamad International Airport** January 2025 - April 2026  
Sales Consultant
  - Processed high-volume cash, foreign exchange, and remittance transactions with 100% accuracy in a regulated financial environment.
  - Ensured strict AML/KYC compliance by verifying customer identities, maintaining audit-ready records, and adhering to internal control procedures.
  - Performed daily cash balancing and end-of-day reconciliations, maintaining discrepancies below 0.5%.
  - Handled transactions in more than 60 currencies efficiently while maintaining speed, accuracy, and regulatory compliance.
  - Identified and reported suspicious transactions in accordance with anti-money laundering regulations and internal compliance requirements.
  - Delivered professional customer service by assisting clients with foreign exchange and remittance solutions tailored to their needs.
  - Promoted financial products, including Same Rate Guarantee, contributing to a 20% increase in cross-sales revenue.
  - Resolved customer inquiries, transaction disputes, and service issues with a high level of professionalism, confidentiality, and attention to detail.
  - Maintained up-to-date knowledge of exchange rates, financial regulations, compliance policies, and operational procedures.
- **Sports Corner (Adidas Outlets)** March 2021 - November 2024  
Senior Sales Associate/ In-Store Trainer
  - Consistently exceeded individual and store sales targets by delivering exceptional customer service, assisting with product selection, providing personalized recommendations, and facilitating product trials, achieving a 50% conversion rate.
  - Increased average transaction value through effective upselling and cross-selling of complementary and alternative products across apparel, footwear, and accessories.
  - Applied consultative selling techniques by engaging customers, identifying their needs, and recommending suitable products based on features, benefits, and performance technologies, building strong customer relationships and trust.
  - Designed and delivered weekly 20-minute product knowledge training sessions on current and upcoming sports technologies, including shoe cushioning systems and moisture-wicking fabrics.
  - Onboarded and mentored new sales associates while implementing targeted coaching programs for underperforming team members, resulting in a 20% improvement in conversion rates.
  - Accurately processed multiple payment methods, including cash, credit/debit cards, split payments, contactless transactions, and gift cards, maintaining 100% transaction accuracy.
  - Resolved customer complaints, processed returns and exchanges, and professionally de-escalated challenging situations to ensure customer satisfaction and retention.
  - Maintained optimal stock levels through efficient inventory replenishment and upheld visual merchandising standards in high-traffic areas to enhance the customer shopping experience.
- **Carrefour Qatar** April 2028 - January 2021

## Merchandiser

- Supported sales growth through effective product presentation and customer engagement.
- Assisted customers with product selection and purchasing decisions.
- Built positive customer relationships through excellent service delivery.
- Supported promotional campaigns and sales initiatives.
- Monitored stock availability and coordinated replenishment activities.

### ✓ Education

- **Kenyatta University, Nairobi, Kenya** 2009-2013  
Bachelor's Degree  
Second Class Honours (Lower Division)=6.5/10 GPA
- **Njiiri High School, Murang'a, Kenya** 2004-2007  
High School Diploma  
Kenya Certificate of Secondary School Education - Grade: A- (Minus)=3.7/4.0 GPA

### ✓ Skills

- Exceptional Customer Service in Fast-Paced, Multicultural Environments
- Customer Relationship Building and Loyalty Program Promotion
- Remittance Processing and Transaction Management
- Cash Handling, Cash Reconciliation, and POS Operations
- AML/KYC Compliance and Regulatory Adherence
- Complaint Resolution, Service Recovery, Returns, Exchanges, and Escalation Management)
- Flexibility and Adaptability to Rotational Shifts and Dynamic Work Schedules
- Upselling and Cross-Selling in High-Footfall Retail Environments Strong Closing
- Strong Closing Techniques, Negotiation Skills, and Objection Handling
- Consistent Sales Target Achievement and Retail KPI Performance (Conversion Rate, Average Transaction Value, and Units Per Transaction)
- Team Collaboration and Effective Communication within Diverse, Multicultural Teams
- Microsoft Office Suite
- Product Knowledge and Consultative Selling
- Inventory Management, Stock Replenishment, and Merchandising Standards
- Attention to Detail, Accuracy, and Problem-Solving Skills
- Time Management and Ability to Perform Under Pressure
- Communication & Interpersonal Skills
- Customer Feedback Collection & Analysis

### ✓ Additional Information

- Available to join immediately.
- Flexible to work rotational shifts, weekends, and public holidays.
- Experienced in handling high-volume cash transactions, foreign exchange, and remittance services.
- Strong understanding of AML/KYC procedures, compliance requirements, and transaction monitoring.
- Proficient in Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint).
- Comfortable working in fast-paced, customer-facing, and multicultural environments.
- Demonstrated ability to maintain accuracy, confidentiality, and professionalism when handling financial transactions.

### ✓ Certifications

- In-Store Trainer Certificate – Adidas Global Academy, 2004  
Focused on staff training, product knowledge, and sales coaching techniques
- Store Leaders Certificate – Adidas Global Academy, 2004  
Focused on team leadership, sales performance management, and store operations
- Store Associate Intermediate Program – Adidas Global Academy, 2004  
Advanced sales techniques and customer engagement
- Store Associate Core Program – Adidas Global Academy, 2004  
Customer service, product knowledge, and sales fundamentals

### ✓ Reference

- Upon Request