



SONIA DAHMANI

Dynamic and customer-focused retail professional with extensive experience in luxury fashion sales, client relations, and team supervision. Skilled in delivering exceptional customer service, driving sales performance, and maintaining premium brand standards. Proven ability to build strong client relationships, manage CRM systems, and support visual merchandising to enhance the overall shopping experience. Known for strong communication, leadership, and problem-solving skills, with a consistent track record of achieving targets and contributing to store success.

WORK EXPERIENCE

Fashion Consultant/CRM /Visual Merchandiser

Chalhoub Group "Brand : Michael Kors" Qatar

2023 – Current

- Led daily store operations and supervised the sales team to ensure smooth business performance and achievement of sales targets.
- Managed key operational responsibilities including opening/closing procedures, team coordination, reporting, and customer experience standards.
- Supported management in driving sales performance, KPI achievements, and team motivation.
- Handled VIP clients and maintained strong CRM relationships to increase loyalty and repeat business.
- Ensured visual merchandising standards were maintained according to Michael Kors brand guidelines.
- Assisted in staff coaching, product training, and daily task delegation.
- Managed stock replenishment, inventory control, and POS operations efficiently.
- Resolved customer concerns professionally while delivering a premium luxury retail experience.
- Prepared daily sales reports and supported store management in operational decision-making.

Rentation Customer Service Executive

2017 – 2023

Arafat Real Estate Business Center – Qatar

- Assisting clients with property inquiries, viewings, and rental procedures
- Providing accurate information about available units, pricing, and contract terms
- Preparing tenancy agreements, renewal documents, and required paperwork
- Coordinating with maintenance teams to resolve tenant issues promptly
- Handling customer complaints and ensuring quick, effective solutions
- Managing daily correspondence via phone, email, and in-person visits
- Updating CRM systems with client details, appointments, and follow-ups
- Supporting rent collection, payment tracking, and issuing receipts
- Maintaining organized files for tenants, contracts, and property records
- Ensuring excellent customer service to enhance tenant satisfaction and retention

Sales Supervisor

2015 – 2017

Majid Al Futtaim Company "Brand : Juicy Couture" – Qatar

- Leading daily store operations and supervising sales teams to ensure high performance
- Training and coaching staff on product knowledge, selling techniques, and customer service
- Monitoring sales targets, motivating the team, and implementing action plans to increase revenue
- Ensuring compliance with brand standards, visual merchandising, and store presentation
- Handling customer escalations and providing premium service to maintain brand loyalty
- Coordinating stock management, product replenishment, and inventory control
- Assisting in planning promotions, new collection launches, and in-store events
- Preparing daily and weekly sales reports for management
- Ensuring smooth cash handling, POS operations, and adherence to company policies
- Creating a positive and productive work environment to enhance team efficiency

Fashion Consultant


2013 – 2015

Al Tayer Group "Brand:GAP" – Qatar

- Assisting customers with product selection, sizing, and styling to enhance their shopping experience
- Maintaining strong knowledge of GAP collections, fabrics, fits, and seasonal trends
- Ensuring high standards of visual merchandising and store presentation
- Supporting stock replenishment, product folding, and floor organization
- Providing excellent customer service and resolving inquiries professionally
- Managing POS transactions, returns, and exchanges accurately
- Building positive customer relationships to encourage repeat visits
- Monitoring inventory levels and reporting low-stock items
- Supporting promotion setups, new arrivals, and in-store campaigns
- Contributing to achieving daily and weekly sales targets

Contact

 soniadahmani889@gmail.com

 +974 7706 6037

 Doha – Qatar

 Nationality: Tunisian

Education

- High School Level in Literature

Training Certificate

- 2023: Certificate of Achievement for successfully completing Chalhoub retail vocational Qualification Programme.
- Certificate of training in accounting.
- Certificate of training in computer science.

Skills

- Luxury retail expertise
- Customer service excellence
- Client relationship management (CRM)
- Personalized styling and fashion advising
- Visual merchandising standards
- Team leadership and supervision
- Sales target achievement
- Stock and inventory control
- Cash handling and POS systems
- Communication and interpersonal skills
- Problem-solving and conflict resolution
- Time management and multitasking
- Trend awareness and market knowledge
- Organizational and reporting skills
- High adaptability in fast-paced environments

Language

- Arabic : Mother tongue
- English : Excellent
- French : Fluent