



# JOSEPH MURIITHI

## TITLE

RETAIL SALES ASSOCIATE | CUSTOMER SERVICE PROFESSIONAL | SALES CONSULTANT

## OBJECTIVE

Results-driven Retail Sales Associate with 6+ years of experience in retail sales, customer service, cash handling, visual merchandising, stock management, and customer relationship management. Proven track record of serving 100-150+ customers daily and managing 3,000-4,500+ customer interactions monthly while delivering superior customer service in fast-paced multicultural environments. Skilled in understanding customer needs and recommending products best suited to their requirements, consistently achieving 100-115% of sales targets and increasing store conversion rates by 20%+ through consultative selling, upselling, and cross-selling techniques. Experienced in managing 500+ SKUs, maintaining 99%+ inventory accuracy, processing 150-200+ POS transactions daily with 100% cash-handling accuracy, and supporting 20+ product launches and promotional campaigns annually. Recognized for maintaining 99%+ customer satisfaction, building long-term customer relationships, supporting CRM initiatives, coordinating after-sales service, generating sales reports, and ensuring full compliance with company standards, visual merchandising requirements, and operational procedures.

## EXPERIENCE

### CLIENT SERVICE CONSULTANT

Travellex Qatar | 12/2024 - 04/2026

- Delivered premium customer experiences to 100–150+ international clients daily, managing 3,000–4,500+ customer interactions monthly while providing personalized foreign exchange, remittance, and travel money solutions tailored to individual customer needs.
- Utilized consultative selling and relationship-building techniques to identify customer requirements, recommend suitable financial products and services, and contribute to a 15–20% increase in cross-sales revenue.
- Consistently achieved and exceeded 105–115% of monthly sales and service KPIs through customer-focused engagement, effective needs analysis, and solution-based selling strategies.
- Built and nurtured long-term customer relationships, maintaining 99%+ customer satisfaction ratings and fostering customer loyalty through exceptional service delivery and proactive problem resolution.
- Processed 150–200+ multi-currency cash, card, remittance, and foreign exchange transactions daily valued at QAR 150,000–300,000+ per shift, maintaining 99.5%+ transaction accuracy and 100% compliance with AML, KYC, and regulatory requirements.
- Leveraged CRM systems to document customer preferences, capture feedback from 100+ customer interactions weekly, and provide actionable insights that enhanced customer engagement, retention, and service quality.
- Generated daily sales and performance reports, monitored KPI achievement, and collaborated with internal stakeholders to ensure seamless customer experiences, operational excellence, and continuous business growth.

### SENIOR SALES ASSOCIATE/IN-STORE TRAINER

Sports Corner(Adidas Outlets), Doha, Qatar | 03/2021 - 11/2024

- Delivered enthusiastic and superior customer service to 100–150+ customers daily, managing 3,000–4,500+ monthly customer interactions while maintaining 99%+ customer satisfaction.
- Assessed customer needs, preferences, budgets, and product inquiries, applying F.A.B. (Features, Advantages & Benefits) selling techniques to recommend suitable products, contributing to a 20%+ increase in store conversion rates.

## CONTACT

- ✉ joseph.muhamar@yahoo.com
- 📍 Doha, Qatar
- ☎ +97450229630
- 🌐 <https://www.linkedin.com/in/joseph-35638a74>

## SKILLS

- Retail Sales & Revenue Generation
- Consultative & Relationship-Based Selling
- Superior Customer Service & Customer Experience Excellence
- Customer Needs Assessment & Product Consultation
- Product Recommendations & Solution-Based Selling
- Sales Target Achievement & Revenue Growth
- Advanced Sales Techniques
- Upselling, Cross-Selling & Complementary Selling
- Customer Retention & Brand Loyalty Development
- Luxury & Premium Customer Experience Delivery
- Visual Merchandising & Product Presentation
- Product Promotions, Campaigns & New Launches
- Stock Replenishment, Inventory Control & Stock Management
- Point-of-Sale (POS) Operations
- Daily Sales Reporting & KPI Monitoring
- After-Sales Service Support & Customer Follow-Up
- Customer Complaint Resolution & Service Recovery
- Customer Complaint Resolution & Service Recovery
- Retail Store Operations & Operational Compliance
- Team Collaboration & Cross-Functional Coordination
- Multicultural Customer Engagement

- Effective Written & Spoken English Communication, Interpersonal Skills & Professional Customer Engagement
- Confidence, Approachability & Positive Customer Engagement
- Microsoft Office & Retail Systems Proficiency
- Numerical, Analytical & Problem-Solving Skills
- Professional Grooming, Brand Representation & Customer Engagement
- Stock Receiving, SAP Processing & Inter-Store Transfers
- Cash Handling, Reconciliation & Transaction Accuracy (100%)
- AML/KYC Compliance & Regulatory Adherence (100%)
- Foreign Exchange Operations & Multi-Currency Handling
- Remittance & Financial Transaction Processing
- Professionalism & Integrity

## LANGUAGES

---

- English- Fluent
- Arabic- Intermediate

- Consistently achieved 100–115% of monthly sales targets and increased average transaction value by 15–18% through consultative selling, upselling, cross-selling, and product bundling strategies.
- Built relationships with 100+ repeat customers monthly, driving customer retention, repeat business, and long-term brand loyalty through personalized service and follow-up.
- Supported 20+ product launches, seasonal campaigns, and promotional events annually while executing visual merchandising standards across 50+ product displays to enhance product visibility and customer engagement.
- Managed inventory for 500+ SKUs and replenished 1,000+ units weekly, maintaining 98–100% stock accuracy and ensuring product availability at all times.
- Maintained store cleanliness, hygiene standards, fitting room presentation, and visual displays, ensuring 100% compliance with company and brand requirements.
- Processed 150–200+ POS, card, and cash transactions daily with 100% cash-handling accuracy while adhering to company procedures and operational controls.
- Utilized CRM tools to capture customer preferences and feedback from 100+ interactions weekly, coordinated after-sales service requests, generated daily sales reports, monitored KPI performance, and supported continuous sales improvement.
- Trained and coached 10+ sales associates on customer service, product knowledge, sales techniques, visual merchandising, and operational procedures, contributing to a 15–20% improvement in team sales performance.

## EDUCATION

---

### BACHELOR OF ECONOMICS

**Kenyatta University | 04/2009- 12/2013**

Applied Economics

### KENYA CERTIFICATE OF SECONDARY SCHOOL EDUCATION

**Njiiri High School | 01/2004- 12/2007**

General Education

## AWARDS

---

### IN-STORE TRAINER RECOGNITION

Selected as an In-Store Trainer after consistently exceeding sales targets by 10–20% and successfully training and mentoring colleagues, helping improve team sales performance and customer engagement by 20%.

### SALES PERFORMANCE EXCELLENCE

Consistently achieved 110–120% of monthly sales and service KPIs in a fast-paced airport retail environment while maintaining 99.5%+ transaction accuracy and serving travelers from 50+ nationalities daily.

## CERTIFICATES

---

**COMPLETED THE LEADERS CERTIFICATE, IN-STORE TRAINER CERTIFICATE, AND SALES ASSOCIATE CORE & INTERMEDIATE PROGRAM AT ADIDAS GLOBAL ACADEMY (2024).**