



Sonia Dahmani

 Doha-Qatar

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Objective

Luxury Retail Professional with over 10 years of experience in luxury fashion, high-end customer service, CRM, and sales performance. Proven ability to build long-term VIP client relationships, deliver personalized luxury experiences, and consistently achieve and exceed sales targets in fast-paced retail environments. Strong expertise in clienteling, visual merchandising, team support, and store operations with a solid understanding of luxury brand standards and customer expectations.

Education

HighSchool–Literature Stream

High School Diploma

N/A

2008

Experience

MichaelKors | ChalhoubGroup–Qatar

Luxury Fashion Consultant – CRM & Visual Merchandising

2023 - Present

- Deliver high-end luxury customer experiences aligned with global brand standards.
- Build and maintain strong long-term relationships with VIP and repeat clients.
- Utilize CRM systems to track customer profiles, preferences, and purchase history.
- Drive sales performance by achieving and exceeding monthly KPIs and targets.
- Provide personalized styling, product recommendations, and luxury shopping experiences.
- Support visual merchandising execution according to brand guidelines and seasonal launches.
- Assist in stock management, replenishment, and inventory accuracy.
- Contribute to customer retention strategies and business growth initiatives.

ArafatRealEstateBusiness Center– Qatar

Customer Service Executive / Lead Qualification & Sales Support – Rental Division

2017 - 2023

- Generated and identified potential leads through online research, databases, referrals, and marketing campaigns.

- Managed inbound and outbound communication across phone, email, chat, and social media channels.
- Qualified leads using structured criteria including budget, authority, need, and timeline (BANT framework).
- Assessed client requirements and matched them with appropriate property solutions and services.
- Maintained and updated CRM systems with accurate client and lead information.
- Scheduled meetings and coordinated appointments between qualified leads and sales representatives.
- Managed sales pipeline through consistent follow-ups and lead nurturing activities.
- Collaborated with marketing and sales teams to improve lead quality and conversion rates.
- Monitored lead performance metrics and provided feedback to improve strategy effectiveness.
- Built and maintained strong professional relationships with prospects and clients.
- Responded promptly to inbound inquiries ensuring high-quality customer service delivery.
- Stayed updated on market trends, competitor activity, and service offerings

Majid Al Futtaim – Qatar

2015 - 2017

Juicy Couture- Sales Supervisor

- Supervised daily store operations and ensured smooth sales performance.
- Monitored KPIs and implemented strategies to achieve sales targets.
- Trained and coached team members on luxury customer service and product knowledge.
- Ensured compliance with brand standards and visual merchandising guidelines.
- Managed customer escalations and maintained high service quality.
- Controlled stock levels and supported inventory management processes.
- Prepared daily and weekly sales performance reports for management review.

GapInc. | AlTayerGroup–Qatar

2013 - 2015

Fashion Consultant

- Assisted customers in selecting fashion products based on personal needs and style preferences.
- Delivered excellent customer service and ensured a positive shopping

experience.

- Maintained visual merchandising standards and store presentation.
- Processed transactions, returns, and exchanges accurately and efficiently.
- Supported inventory replenishment and stock organization.
- Contributed to achieving store sales targets and team objectives.

Skills

Experienced in Luxury Retail, Clienteling, VIP Customer Relationship Management (CRM), Customer Experience, High-End Fashion Retail, Sales Performance, KPI Achievement, Lead Qualification, Sales Funnel Management, Client Acquisition and Retention, Visual Merchandising, Fashion Styling, Cross-selling and Upselling, Store Operations, POS Systems, Inventory Management, Service Excellence, and Customer Engagement.

Project

VIP Clienteling & Customer Experience Management

Delivered personalized customer experiences through CRM systems, VIP client management, and sales support activities in luxury retail and real estate environments. Focused on customer relationship building, lead qualification, follow-up, and supporting sales growth and customer retention.