

# Curriculum Vitae

## **Brian Joel S. Gaspar**

Ras Al Khaima, United Arab Emirates

Mobile #: +971506130241

Email: [gasparbrianjoel@gmail.com](mailto:gasparbrianjoel@gmail.com)



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## **Job Objectives**

To utilize my skills in sales and merchandising by contributing creativity , strategically promote products , passion for understanding customer preferences and driving innovative strategies that boost market share and ensure outstanding customer satisfaction.

## **Qualifications:**

- Strong understanding of market trends and consumer behavior.
- Expertise in visual merchandising and product placement.
- Knowledge of pricing strategies and competitive analysis.
- Flexibility to adapt to changing market needs.
- Proven ability to meet and exceed monthly quota.
- Customer focused with a proactive approach to get the target market.
- Skilled in analyzing sales trends and adjusting product placement to maximize sales.

## **EDUCATIONAL BACKGROUND:**

### **Philippine Marine Institute (TERTIARY)**

Bachelor of Science in Marine Transportation (2006-2008)

## **CERTIFICATES & SEMINAR ATTENDED:**

- Customer Service and Sales Professional
- Preventive and Safety Institute
- Food Quality Assurance
- Food Hygiene
- Train the trainer

## **DRIVING LICENSE INFORMATION:**

License #: 249249

Expiration: August 25, 2029

Restriction: Light Vehicle

## **Work Experience:**

### **Salesperson/ Merchandiser**

**Manila Foodstuff Manufacturing L.L.C**

**Supplier of Filipino Products /Food Category (F.M.C.G.)**

**Feb 2023 – Present**

- Maintaining daily sales and Field marketing operation.
- Seek new sales account.
- Create route and Collection schedule (Daily).
- Monthly Report on Sales and Marketing.
- Creativity for designing effective displays in all markets.
- Proficiency in creating plans and executing merchandising strategies.
- Effective communication skills for collaboration with sales teams and vendors.
- Achieving sales target consistently (monthly, quarterly and annuals sales goals)
- Ensure accurate and timely order processing, delivery and follow-up with the market.

### **Store Supervisor**

**Burger 28 (U.A.E)**

**September 2021 – February 2023**

- Overseeing the daily operations of store make sure it run smoothly and effectively.
- Ensure standards for quality, customer service, health and safety are met.
- Organizing workflow and ensuring that employee understand their duties or delegated tasks.
- Tour the sales floor regularly, talking to colleagues and customer to identify or resolve any urgent issues, response for any customer complaints and comments.
- Analyze sales figures and forecast future sales.
- Manage stock levels and makes key decision about stock control.

### **Restaurant Trainer**

**Saleh Bin Lahej Group of Companies (Hospitality Division)**

**Chili's Restaurant (U.A.E)**

**August 2015 – August 2021**

- Provide direction, coaching and leadership for all team members(including training, safety & sanitation and company policies and procedure)
- Ensure completion of all trainee evaluation, by providing honest and effective feedback and settings realistic goals, one on one meeting with team members.
- Understand and teaches all classrooms for their position, according to company standards, including all paperwork's reviewed, graded and filed.
- Communicate effective with guest, trainees, managements and development team.
- Drive restaurant results, Goal achiever and performer indicator, Ensured the accuracy, quantity and high standard of food quality to guarantee guest satisfaction.

**Sales Associate / Stockman**  
**Primer Group of Companies (Philippines)**  
**DC Shoes/Quicksilver/Roxy – (Footwear & Apparels)**  
**December 2011 – February 2015**

- Ensure high level of customer satisfaction through excellent sales service.
- Assess customer needs and provide assistance and information and product features.
- Maintain in-stocks and presentable condition assigned areas, Accept delivered
- Packages and ensure proper amount is inside, Unload merchandise.
- Remain knowledgeable on products offered and discuss options, Build productivity trust relations with customer.
- Process payment accordingly to customer's choice by cash or visa.
- Replenish, Inventory.

**Team Leader**  
**Kentucky Fried Chicken K.F.C (Philippines)**  
**December 2010 – December 2011**

- Create an inspiring team environment with an open communication culture.
- Motivated colleagues by leading by example and pushing for high level of customer service.
- Trained, mentored, and evaluated new team members.
- Assist manager with special project, duty coverage and supervision.

**Merchandiser**  
**SM Hypermarket (Philippines)**  
**January 2010 – December 2010**

- Ensure all item are in Good Condition & Organize item from Food to Non-food.
- Provide a friendly environment and maintained outstanding standards.
- Maintains inventory by restocking shelves with the product from inventory observing inventory levels, prompting store manager to reorder when level appear low, arranging for return and credit for damaged product.
- Enhances merchandising and organization reputation by accepting ownership for accomplishing new and different request, exploring opportunities to add value to job accomplishment.

**SPECIAL SKILLS**

- Highly committed in providing quality services and building client relation.
- Dynamic, Creative, Team player with outstanding training and leadership skills.
- Self-confident, Good communication and collaboration skills.
- Proficient in MS Word, Excel and PowerPoint.
- Proficient in Barter Sales/POS Sale/Cloud System and any Card transaction.