



MOHAMAD SHAFAD

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PROFESSIONAL SUMMARY

Customer-focused professional with over 4 years of comprehensive experience in Sales, Customer Service, Visual Merchandising, and Administrative functions within the Retail and FMCG sectors across the UAE and India. Proven track record of driving consistent revenue growth, enhancing customer satisfaction, and streamlining operational processes. Skilled in managing cross-functional teams, implementing effective sales strategies, and executing visually compelling merchandising plans that align with brand identity and boost in-store engagement. Seeking opportunities to leverage my skills, regional experience, and customer-centric approach to drive business success.

KEY SKILLS

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|------------------------------------|--------------------------------|----------------------------|
| • Sales & Business Development | • Visual Merchandising | • Performance Optimization |
| • Customer Management | • Inventory & Stock Management | • Sales Forecasting |
| • Retail Store Operations | • Market & Sales Analysis | • Strategic Thinking |
| • Team Leadership & Staff Training | • Administrative Support | • Communication Skills |

WORK EXPERIENCE

Merchandiser / Market Sales Executive

2023 – 2024

IFFCO, United Arab Emirates

- Strategized merchandising plans based on market trends to boost product visibility and sales.
- Analyzed sales metrics, customer insights, and competitor activity to accurately forecast inventory needs.
- Boosted revenue by implementing eye-catching in-store visual merchandising layouts and window displays.
- Coordinated promotional strategies, markdowns, pricing, and inventory movement for sales maximization.
- Partnered with vendors and external stakeholders to strengthen sales channels and client pipelines.
- Conducted store walks and audits to ensure visual merchandising and product placement standards.
- Managed budgets and sales targets, ensuring alignment with company objectives and KPIs.
- Designed impactful floor plans and POS signage to drive footfall and customer engagement.

Showroom Manager

2021 – 2022

Pepperfry.com, India

- Directed daily operations, including team supervision, sales target setting, and policy compliance.
- Oversaw store budgeting, financial reporting, and statistical record maintenance.
- Enhanced team productivity by training, mentoring, and evaluating performance to ensure sales excellence.
- Delivered exceptional customer service and resolved escalations promptly to ensure client satisfaction.
- Monitored stock levels and replenishment cycles to optimize availability and reduce shrinkage.
- Handled vendor negotiations, managed procurement, and oversaw safety and store maintenance protocols.
- Reported performance insights to senior leadership with actionable improvement plans.

Sales Consultant

2019 – 2021

Pepperfry.com, India

- Promoted products and services through detailed client consultations and sales pitches.
- Collaborated with marketing to develop targeted campaigns based on market intelligence.
- Built and nurtured client relationships through consistent communication and excellent service delivery.
- Tracked sales targets, monitored metrics, and implemented strategies to surpass KPIs.
- Conducted competitive analysis to identify new customer segments and business opportunities.
- Supported team environment by sharing best practices, motivating colleagues, and celebrating milestones.

Fashion Retail Sales Associate

June 2015 – August 2015

QRS Retail Ltd., Kerala, India

- Assisted customers with product selection and maintained high levels of customer satisfaction.
- Supported visual merchandising by organizing displays and promotional signage.
- Handled safety protocols, ensuring store security and personal safety.
- Maximized sales through upselling and product knowledge.
- Helped maintain clean and appealing store layouts to enhance customer experience.

EDUCATION

Bachelor of Commerce (Taxation Law and Accounts)

University of Kerala, India | 2017 – 2020

CPT (Common Proficiency Test)

The Institute of Chartered Accountants of India - New Delhi | 2015 – 2016

Higher Secondary Education (Commerce)

GHSS Kazhakuttom, Kerala, India | 2014 – 2016

Certificate Course in Fashion Retail Program

ASAP Program, Govt High School Sreekaryam | 2013 – 2014

Secondary School Leaving Certificate (SSLC)

St. Augustine High School, Kerala | 2013 – 2014

TECHNICAL SKILLS

- **Accounting & ERP Software** : Tally ERP.9, QuickBooks, Peachtree, SAP – Finance & Controlling
- **Productivity Tools** : MS Office Suite (Excel, Word, PowerPoint)

ADDITIONAL INFORMATION

- **Language** : English, Tamil, Malayalam
- **Driving License** : Valid UAE Light Vehicle Driving License (License No: 935771)

PERSONAL DETAILS

- **Nationality** : Indian
- **Date of Birth** : 05/02/1998
- **Visa Status** : Visit Visa (until July 10th 2025)

DECLARATION

I hereby declare that the above mentioned statement is correct and true to the best of my knowledge and belief.