

BAH NELSON MVITIYIWEH

Dubai Investment Park 2 | +971528347005 | nelsonmvitiyiweh@gmail.com

SUMMARY

Dedicated and customer-focused Retail Sales Professional with extensive experience delivering exceptional service and driving sales in fast-paced retail environments. Proven ability to build strong customer relationships, maintain immaculate store presentation, and exceed sales targets through deep product knowledge and persuasive communication.

CORE SKILL

Problem Solving | Product Knowledge | POS Transactions | Visual Merchandising | Team Collaboration | Cross-Cultural Communication | Relationship Building | Quick Learner | Problem Solving | Customer Support

EDUCATION

Bachelor of Art in Dynamics and Risk

Ngoa-ekele – Ekele Univerity | Yaoundé, Cameroon | 2018 - 2019

High School Diploma

GBHS Ndop | NDOP, Cameroon | 2015-2016

PROFESSIONAL EXPERIENCE

Emmanuel's Shop

SALES REPRESENTATIVE

Douala, Cameroon

Feb 2024 – May 2025

- Developed strong product knowledge across 30+ SKUs, staying updated on new arrivals, promotions, and product features to confidently advise customers.
- Provided detailed product comparisons and demonstrated key selling points, helping customers make informed purchasing decisions and boosting sales by 15%.
- Cultivated lasting customer relationships through personalized service, attentive listening, and proactive follow-ups.
- Managed customer queries and complaints professionally, processed returns and exchanges efficiently, and promoted loyalty programs and store offers – resulting in a 25% increase in repeat business and positive word-of-mouth referrals.
- Contributed to a welcoming store environment by maintaining tidy displays, monitoring fitting rooms, and supporting visual merchandising.

Alimentation Tout

RETAIL SALES ASSOCIATE

Yaoundé, Cameroon

FEB 2023 – MAY 2023

- Assisted 50+ customers daily with product selection and inquiries, ensuring individual needs were met and maintaining a 98% customer satisfaction rating.
- Processed 100+ cash, credit card, and digital transactions per shift with 100% accuracy, balancing tills without discrepancies.
- Replenished and organized stock to maintain full product availability, reducing out-of-stock instances by 15% and ensuring visually appealing displays aligned with brand standards.
- Delivered tailored product recommendations and successfully upsold complementary items, contributing to a 20% increase in average transaction value.
- Proactively resolved customer queries and complaints with professionalism, preserving store reputation and helping achieve a 95% customer retention rate.
- Supported monthly stock counts and inventory audits, maintaining stock accuracy within 2% variance.
- Assisted with seasonal promotions and visual merchandising, contributing to a 10% boost in seasonal sales.

Erinco's Hair Boutique

SALES ASSOCIATE

Douala, Cameroon

APR 2021 – AUG 2021

- Supported daily retail operations in a high-volume store, assisting in achieving monthly sales targets.
- Maintained clean and appealing visual displays according to company standards.
- Assisted with stock counts, receiving deliveries, and ensuring accurate stock rotation.
- Provided after-sales support and followed up with customers to encourage repeat business, resulting in a 25% repeat business.