

SUBEESH RASHEED

+971545400589 subishnalakath@gmail.com Ajman, UAE

PROFESSIONAL SUMMARY

Results-driven professional with a strong background in retail operations, skilled in merchandising, customer engagement, and logistics. Experienced in maintaining visual displays, managing stock levels, and supporting timely replenishment to drive sales. Knowledgeable in market trends and consumer behavior, contributing to effective promotions. Reliable in transportation duties, ensuring safe, on-time deliveries and vehicle maintenance. Committed to efficiency, accuracy, and exceptional service.”

EXPERIENCE

SALES AND MERCHANDISER

TIPTOP brand (Children Candys & Chocolate), Quick distribution l.l.c | 2025 - Present

- Promote and sell TIPTOP children’s candy and chocolate products to retail outlets, supermarkets, and other channels.
- Ensure effective product placement and appealing visual merchandising aligned with brand standards to attract children and parents.
- Monitor sales performance, analyze market trends, and report on customer preferences and competitor activity.
- Provide excellent customer service, handle queries and complaints, and ensure compliance with food safety and hygiene standards.

MERCHANDISER

SMEG Distribution FMCG, Pheonix Group, Dubai ,UAE | 2022 - 2024

- Maintained optimal product displays and stock levels to maximize visibility and drive sales.
- Coordinated with sales and supply chain teams to ensure timely stock replenishment and product availability.
- Conducted market visits to monitor competitors and gather customer feedback.
- Managed inventory and merchandising records through regular audits and timely reporting.

MERCHANDISER

GEEPAS Western International Group Dubai ,UAE | 2018 - 2022

- Ensured effective product visibility and display of GEEPAS items in key retail outlets to drive customer engagement and sales.
- Monitored stock levels and coordinated with sales and warehouse teams for timely replenishment.
- Built strong relationships with store personnel to secure brand priority and optimal product placement.
- Collected sales data, prepared merchandising reports, and supported in-store promotions to inform strategy and enhance brand awareness.

SALES MAN

Mobile shop, Dubai, UAE | 2016 - 2018

- Assisted customers in choosing mobile phones and accessories based on their needs.
- Explained product features, pricing, and warranty details clearly.
- Met sales targets through strong communication and upselling skills.
- Maintained showroom cleanliness and organized product displays.

EDUCATION

Diploma in Mobile Technician

2013

Higher Secondary Education

2012

KEY SKILLS

- Product Merchandising
- Inventory Management
- Customer Relationship
- Sales Forecasting
- Time Management
- Route Planning
- Effective Communication
- Product Knowledge
- Market Analysis
- Record Keeping

LANGUAGE

- English
- Hindi
- Malayalam

DRIVING LICENSE

- Driving License No: 3769719
- Date of Issue: 07/12/2017
- Date of expiry: 04/02//2030

PERSONAL DETAILS

- DOB: 07/07/1992
- Nationality: Indian
- Marital Status: Married