



SOORYAJITH R

Sales Executive

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🌐 Sooryajith Radhakrishnan

📍 Dubai, United Arab Emirates

Professional Summary

Enthusiastic management professional with **5 years of sales experience** and demonstrated success in supervising staff and building teams. Proven history of achieving sales goals by monitoring employee performance and coaching staff on effective sales methods. Skilled in solving complicated issues and making proactive operational changes.

Skills

Customer service
Communication
Leadership
Strong multi-tasking
Retail operations
Problem-Solving

Time Management
Adaptability
Team management
Tech Savvy
Visual merchandising

Professional Experience

03/2022 - 05/2024
Retail Store Manager
Reliance Retail, Kerala, India



- Overseeing day-to-day operations of retail store, including opening and closing procedures, ensuring cleanliness and maintaining organized displays
- Driving sales performance by setting targets, Monitoring KPIs and motivating staffs to achieve sales goals, ensuring excellent customer service standards are maintained
- Overseeing the layout and appearance of merchandise displays to maximize sales and enhance the store's visual appeal
- Hiring, training, scheduling, and supervising staff members to ensure optimal staffing levels and performance
- Monitoring inventory levels, conducting regular stock checks, and ensuring accurate inventory records to prevent stock outs or overstocks
- Implementing marketing strategies and promotional campaigns to drive foot traffic and increase sales, collaborating with the marketing department as needed
- Ensuring compliance with company policies, procedures, and legal regulations. Maintaining a safe and secure environment for staff and customers
- Managing store budgets, expenses, and profitability, Analyzing financial reports and implementing strategies to achieve financial targets

05/2019 - 03/2022
Assistant Sales Manager
Lazza Ice creams, Cochin, Kerala, India



- Establishing clear sales targets and objectives for the team based on company goals and market analysis.

- Creating effective sales strategies to achieve targets, which may include identifying target markets, defining sales tactics, and setting pricing strategies.
- Organized trade shows and events to showcase products, build brand awareness, and generate leads for future sales opportunities.
- Analyzed customer feedback to identify areas for improvement in service delivery.
- Providing training, guidance, and coaching to sales team members to improve their skills and performance.
- Conducted regular performance reviews for sales team members and providing constructive feedback
- Directed sales support staff in administrative tasks to help sales reps close deals.
- Keeping up-to-date with industry trends, competitor activities, and technological advancements that may impact sales strategies and tactics.
- Successfully managed 150+ direct outlets operations and depot operations as well.

Education

2016 - 2018 **MBA, Marketing & Finance, *Kerala University***, Trivandrum, Kerala
 2013 – 2016 **B.com, Tourism And Travel Management, *Kerala University***,
 Trivandrum,Kerala

Certifications

Microsoft Office Specialist,

Languages

English, Hindi, Tamil, Malayalam

Software Skills

SAP , Microsoft Excel ,word and PowerPoint

