



## EDUCATION

### DIPLOMA IN SALES AND MARKETING

Nairobi Technical Institute  
Specialized in Retail Operations

Certificate in Computer Packages  
Sahara College

Kenya Examination Council  
A-Level Certification

## SKILLS

- Team Leadership and Supervision
- Customer Service Excellence
- Inventory Management
- Conflict Resolution and Problem-Solving
- Sales and Target Achievement
- Effective Communication and Interpersonal Skills
- Training and Development of Staff
- Time Management and Multi-tasking
- Sales strategies and target achievement.
- Proficiency in POS systems.
- Excellent verbal and written communication.

## CERTIFICATION

- Proficient in Microsoft Word, Excel, Internet Explorer, and Internet Applications.
- Certificate of Merit Award – Dubai Scheme of Excellent Service (DSES) for Outstanding Customer Service.
- Best Employee of the Month – Multiple awards for exceptional performance and dedication.
- Certificate of Participation – Training in Teaming and Leadership Skills

# TABITHA WANJIKU KIIRU

☎ +971 581295868

✉ [kiirutabby42@gmail.com](mailto:kiirutabby42@gmail.com)

📍 Dubai, U.A.E.

## PROFESSIONAL SUMMARY

Highly motivated and results-oriented sales professional with over a decade of experience in retail and customer service across the U.A.E. Proven expertise in driving sales growth, supervising dynamic teams, and delivering exceptional customer experiences in fast-paced environments. Adept at analyzing sales trends, implementing strategic initiatives, and ensuring operational efficiency to achieve and exceed business objectives. Skilled in building strong client relationships, fostering team collaboration, and maintaining high standards of service excellence. A dedicated professional committed to achieving success through innovation, leadership, and customer-centric strategies.

## WORK EXPERIENCE

Desert Beat, U.A.E  
(Toy Corner)

Duration: 2021 – 2024

### SALES ADVISOR

#### Key responsibilities

- Provide expert customer service by helping parents and gift buyers choose age-appropriate toys based on customer preferences and needs.
- Stay informed on the latest toy trends, product features, and safety standards to offer accurate and valuable recommendations.
- Meet and exceed monthly sales targets through effective upselling and suggesting complementary products (e.g., accessories, batteries, or matching toys).
- Maintain an organized and visually appealing store by arranging toys in themed displays and ensuring shelves are well-stocked and tidy.
- Assist in inventory management, monitor stock levels, and notify management when items are low or out of stock.
- Address customer inquiries, resolve issues, and process returns and exchanges in a professional and timely manner.
- Promote in-store events, seasonal offers, and new arrivals, enhancing customer engagement and boosting sales.
- Work collaboratively with colleagues to meet sales goals, share best practices, and support each other during peak times.
- Ensure compliance with toy safety regulations and educate customers about the proper use and safety features of products.

Sombra, Dubai,  
U.A.E

Duration: 2015 – 2018

### SALES SUPERVISOR

#### Key Responsibilities

- Supervised a team of sales associates, providing guidance and training to improve performance and achieve team sales objectives.
- Monitored store operations, ensuring compliance with company policies and maintaining a high level of customer service.
- Analyzed sales data to identify trends and implement strategies to maximize revenue and productivity.
- Managed inventory levels, ensuring stock replenishment to meet customer demand and prevent shortages.
- Assisted in hiring, onboarding, and performance evaluations of team members.

# PERSONAL DETAILS

- Gender: Female
- Nationality: Kenyan
- Visa Status: Visit Visa

# LANGUAGES

- English

Alshaya Company,  
River Island,  
Dubai, U.A.E  
Duration: April  
2009 – March  
2014

## RETAIL SALES ASSOCIATE

### Key responsibilities

- Provided personalized shopping experiences by understanding customer preferences and offering tailored recommendations.
- Played a key role in achieving monthly sales targets through active engagement and product knowledge.
- Organized store displays in alignment with brand guidelines to enhance the customer shopping experience.
- Supported the team during peak seasons by assisting with inventory management and store operations.
- Processed transactions accurately and efficiently, maintaining cash-handling and POS systems expertise.

## DECLARATION

I declare that the information provided above is true and correct to the best of my knowledge

TABITHA WANJIKU KIIRU