

VINEETH KANNAN R

MERCHANDISER



PERSONAL DETAILS

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Address : Nassariya, Sharjah, UAE
Nationality : Indian
D.O.B : 21.05.1996
Gender : Male
Marital Status : Married
Visa Status : Employment Visa with NOC
Driving License : Manual UAE Driving license

KEY SKILLS

Merchandising

Sale and Marketing

Visual Merchandising

Product Display

Inventory Management

Sales Strategies

Negotiation Skills

Product Knowledge

Presentation Skills

Stock Rotation

Retail Sales

Time Management

CAREER SUMMARY

Highly organised and results-driven professional with over 4 years of experience in Merchandising and Sales fields with a proven track record of effectively combining merchandising expertise with exceptional sales acumen. Presently seeking to work with a reputed organization that allows me utilize my skills and knowledge to the maximum and to contribute to the growth of organization and grow with it.

EXPERIENCES

❖ **MERCHANDISER CUM SALESMAN** Jan 2022 – Present **Safetha Supermarket LLC, Sharjah, UAE**

- Maximised customer interest and sales levels by displaying products appropriately.
- Followed appropriate display and merchandising to enhance sales and stores.
- Planned and developed merchandising strategies that balance customer's expectations and the company's objectives.
- Ensured retailer compliance with merchandising strategies.
- Updated pricing and signage to complete product displays.
- Collaborated with buyers, suppliers, distributors, and analysts to negotiate prices, quantities, and timescales.
- Implemented stock rotation strategies to ensure older products are sold first, reducing the risk of spoilage or obsolescence.
- Monitored inventory levels and kept adequate stock in product displays on the sales floor.
- Inspected merchandise for quality and arranged proper display location on the floor.
- Promoted upselling and cross-selling opportunities to maximise sales.
- Forecast profits or sales and plan budgets.

❖ **STOREKEEPER** Apr 2020 – Jan 2022 **Al Ahbab Foodstuff Trading LLC, Sharjah, UAE**

- Ensured safe keeping both as to the quality and quantity of materials.
- Exercise general control over all activities in the store department.
- Checked and received materials forwarded by the receiving department and arranged for their storage in appropriate places.
- Performed other stock-related duties, including material delivery, return, and adjustment.
- Monitored the delivery, loading, and unloading of products and goods to ensure they were safely transported.
- Conducted stock inspections in a timely manner and reported any issues to the relevant parties.
- Maintained debtor and creditor statements.
- Packaging and labelling products.
- Performed regular inventory checks and maintained stock levels.

CERTIFICATIONS

> Certification in Tally ERP 9

LANGUAGES KNOWN

- > English
- > Hindi
- > Malayalam

SOFTWARE PROFICIENCY

- Tally ERP 9
- MS Word
- MS Excel
- MS PowerPoint

ACADEMIC PROJECT

BAKERY MANAGEMENT SYSTEM Software developed for accountant and admin of the company. This software helped them to do billing and stock maintains easier and quickly.

INTERESTS

- Reading Books
- Playing cricket
- Traveling

❖ **MERCHANDISER CUM SALESMAN** **Mar 2019 – Apr 2020**
Mookambika Gold and Diamonds, Kerala, India

- Planned and executed product displays and layouts in-store to attract customers and enhance the shopping experience.
- Ensure visual merchandising aligns with promotional campaigns and seasonal changes.
- Monitored stock movement to ensure markdowns, promotions, price changes and clear-outs are correctly marked and displayed.
- Developed and implemented marketing strategies and promotional campaigns to boost sales and awareness.
- Demonstrated and explained merchandise, selecting and suggesting options suitable for customers.
- Conducted regular stock checks and assisted in restocking products as needed.
- Analysed sales data and performance metrics to assess product performance and identify opportunities for improvement.

❖ **JR. ACCOUNTANT** **Jun 2018 – Sep 2019**
GST Tax consultancy Pvt Ltd, Kerala, India

- Maintained daily cash book, purchase book, sales book.
- Maintained creditors and debtors statement.
- Ensured correctness of company accounts and tax returns are correctly filed on time.
- Employees Payroll, making necessary journal entries as per appropriate standard accounting
- Managed bank account and bank reconciliation.
- Managed and handled communication with the auditor.

ACADEMIC CREDENTIALS

2016 – 2018 **Bachelor of Computer Application**
Mangalore University, Karnataka, India

2014 – 2016 **Higher Secondary**
Board of Higher Secondary Examinations, Kerala

2014 **Secondary School**
Board of Public Examination, Kerala

DECLARATION

I hereby declare that all the details mentioned above are in accordance with the truth and fact as per my knowledge and I hold the responsibility for the correctness of the above-mentioned particulars.

VINEETH KANNAN R