



# Don Frances

## Cashier

### CONTACT ME

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Al Hudaiba Dubai

### EDUCATION

**Professional Certificate in  
Marketing (PCM )**  
Sri Lanka Institute of Marketing (SLIM)  
2023 April - Dec

**Certificate In Digital Marketing**  
ATN campus - Dubai  
Reading

**Certificate In Advertising &  
Graphic Designing**  
National Institute of Business Management  
(NIBM)  
2021

**Ordinary Level (2020)**  
**Advanced Level (2023)**  
St. Joseph College - Colombo 10

### LANGUAGE

- English ( fluent )

### ABOUT ME

A dedicated and customer-oriented Cashier with strong numerical skills, attention to detail, and a commitment to providing excellent service. Experienced in handling cash transactions, processing payments, and assisting customers with purchases. Adept at maintaining accurate financial records, resolving customer inquiries, and working efficiently in fast-paced environments. Seeking a cashier position where I can contribute my expertise to enhance the customer experience and streamline payment processes.

### WORK EXPERIENCE

Sales & Marketing (SMM)

4 Months

#### PEOEYE Academy of Business Education (Pvt) Ltd

- Support the execution of marketing campaigns across digital channels to generate leads and drive sales conversions.
- Perform market research on trends, competitors, and customer demographics to enhance marketing strategies and identify potential sales opportunities.
- Assist in analyzing marketing data to evaluate campaign effectiveness, track sales performance, and optimize future marketing and sales efforts.
- Help create and edit content for marketing materials such as advertisements, brochures, newsletters, website content, and social media posts to attract and engage potential customers.
- Contribute to lead generation efforts through cold outreach, email marketing, and sales funnel optimization.
- Collaborate with the sales team to align marketing strategies with revenue goals, ensuring a seamless customer journey from awareness to purchase.
- Assist in follow-ups with leads and prospects to improve conversion rates and customer retention.

### SKILLS

- Strong mathematical and cash-handling skills
- Excellent customer service and communication
- Point of Sale (POS) system operation
- High attention to detail and accuracy
- Ability to handle high-volume transactions
- Problem-solving and conflict resolution
- Fast learner and adaptable to new systems
- Team player with a positive attitude