

SAHIL DURANI

Dubai, United Arab Emirates

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PROFESSIONAL SUMMARY

Customer-focused and results-driven sales professional with extensive experience in fast-paced retail environments. Proven track record in increasing brand visibility, enhancing customer satisfaction, and exceeding sales targets. Recognized for outstanding customer service, strong communication skills, and team collaboration. Quick to adapt, with a passion for understanding customer needs and delivering tailored solutions.

CORE SKILLS

- Customer Service & Engagement
- Sales Transactions & Revenue Growth
- Visual Merchandising & Store Presentation
- Promotions & Campaign Execution
- Relationship Building & Retention
- POS System Operations
- Communication & Interpersonal Skills
- Team Collaboration & Flexibility
- Time Management & Efficiency

PROFESSIONAL EXPERIENCE

Sales Associate

Lals Group – Dubai, United Arab Emirates

Jun 2024 – Present

- Processed sales transactions with precision and maintained high customer satisfaction.
- Organized product displays and restocked inventory to align with brand standards.
- Contributed to in-store events and seasonal promotions to boost sales.
- Trained new employees on service procedures and product knowledge.
- **Awarded "Employee of the Month" four times** for outstanding performance.
- **Received a 5-star Google review** for delivering "the best customer attention at Lals Group."

Sales Executive

I-Cart – Srinagar, India

Oct 2022 – Feb 2024

- Partnered with marketing to launch campaigns that increased brand visibility by 30%.
- Designed and implemented a loyalty program that improved customer retention by 60%.

- Managed key accounts, from negotiations to after-sales support.
- Delivered weekly performance reports and maintained accurate sales records.
- Consistently exceeded monthly targets using solution-based selling.

Sales Associate

Zargar & Sons – Srinagar, India

Jan 2021 – Aug 2022

- Assisted customers in product selection, enhancing their overall experience.
 - Conducted competitor and market research to guide product strategies.
 - Executed in-store promotions to increase visibility of FMCG products.
 - Reviewed and analyzed sales trends to recommend improvements.
 - Provided insights that improved product positioning and pricing strategies.
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EDUCATION

Green Land Higher Secondary School – Srinagar, India

Jan 2020

- Higher Secondary Certificate (HSC) – Commerce Stream
 - Studied Business Studies, Accountancy, and Economics
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CERTIFICATIONS

MS Office & Internet – AICPE

Jan 2021 – Mar 2022

- Proficient in Microsoft Office Suite, internet research, and basic troubleshooting
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LANGUAGES

- English – Highly Proficient
 - Urdu – Highly Proficient
 - Kashmiri – Native Speaker
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ADDITIONAL INFORMATION

- Nationality: Indian
- Date of Birth: 04 July 2001
- Place of Birth: Srinagar
- Visa Status: UAE Resident Visa (Valid: Jul 2024 – Jul 2026)