

# RAFEENA RAHMAN



## CONTACT

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## SKILLS

Customer service  
Leadership and communication  
Retail store operations  
Product knowledge and Commercial awareness  
MS Office

## LANGUAGES

Malayalam  
English  
Hindi

## OBJECTIVE

Results oriented retail professional with 4 years of experience seeking to increase sales margins with in retail sector. Wishing to leverage excellent leadership skills to maximize profitability and fulfill shopper needs

## EXPERIENCE

*April 2023*

### Department Manager

Max Fashion

- Managing staff and providing guidance.
- Lead sales drive
- Reporting to leadership.
- Devising strategies to increase productivity and improve operations.
- Communicating with the team regularly.
- Ensuring KPIs are met.
- Ensure VM standards and display guidelines
- Preparation of various sales reports
- Store opening and closing
- Ensure Replenishment and recovery on time

*2022  
February -  
2023  
March*

### Senior team leader

Lenskart

- Ensure best customer service
- Sales achievement with best KPI
- Maintain VM standards
- NPS Champ
- Daily store operations
- Store opening and closing

*2019  
March -  
2022  
February*

### Team leader

Reliance Trends

- Supervising and guiding store team to ensure best customer service
- Achieving store targets and goals as team
- Tracking Sales figures hourly basis
- Ensure best display standards
- Proper stock replenishment

## EDUCATION

*2023*

### BA English

Annamalai University

*2016*

### Data entry

Infotech

*2015*

### Diploma in computerized Accounting

Gtech