

# Atiqa Sheriff

Maple, Ontario

[sheriff.atika@gmail.com](mailto:sheriff.atika@gmail.com)

416-272-6054

## Summary:

A results-driven professional with a proven track record of success in customer service, sales, and team management. Skilled in building strong customer relationships, problem-solving, time management, and adaptability. Possess excellent communication and interpersonal skills, as well as the ability to work effectively in fast-paced environments. Committed to providing exceptional service and driving results in a challenging and dynamic sales environment.

## Skills:

Sales Force	Slack	Zoom	Airmeet
Google Suite	JIRA	Figma	Customer Service
Team Work	Communication	Attention to Detail	Time Management
Entrepreneurial Mindset	Adaptability	Self-Motivation	Problem-Solving

## Education:

### The Career Foundation

**WorkFairly (Advancing Women in Tech Sales) Training Program** **March 2023**

**Relevant Courses with Prepr:** Agile Project Management, Digital Strategy, Brand & Value Proposition, Customer Journey Mapping, Effective Writing, Competitive Auditing, SEO, Google Analytics; Measurement, Analytics Goals Targeting & Customization, Website Strategy, Website IA Planning & Prototyping, UX Design, E-commerce, Social Media Marketing, PPC Advertising, SEMRush, MarTech Stacks, Presentations, QA & Launch

**Micro-credentials:** Project Leadership, Innovation, Entrepreneurship, Trailhead by Salesforce, AWS, Deal Closing, Marketing Strategy, Unique Brand and Selling Proposition, Persona Mapping, Customer Journey Mapping, LinkedIn Sales Specialist.

### Canadian Professional Sales Association

**Fundamentals of Selling Online – Certificate of Completion** **March 2023**

**Relevant Courses:** Territory Management, Account Management, Business Development and Prospecting, Sales Technology Platforms, Consultative Selling, Business Casing and Sales Communication, Team Selling and The Psychology of Influence.

### York University

**Bachelor of Human Resources Management with Honors** **October 2013**

**Relevant Courses:** Sales and Customer Relationship Management  
Marketing Management, Organizational Behaviour, Business Communications, Business Analytics, Negotiation and Conflict Resolution, Leadership and Teams, Ethics and Social Responsibility, Strategic Management, International Business

## **Experience:**

### **As Easy As Cake, Vaughan – Business Owner/ Baker**

**May 2020 – Present**

- Successfully established and ran a home baking business, demonstrating strong entrepreneurial skills and self-motivation
- Built and maintained strong relationships with customers through exceptional customer service and high-quality products
- Managed all aspects of the business, including finances, marketing, and production, with strong attention to detail and problem-solving skills
- Achieved profitability and ran a well-operated business through efficient management and a commitment to excellence.
- Leveraged social media platforms to generate new leads and drive engagement with target audiences, resulting in a significant increase in brand awareness and customer engagement.
- Utilized exceptional communication skills to engage with customers and respond to inquiries through social media platforms, resulting in a reputation for providing exceptional customer service and building strong customer relationships.

### **Chapters, Indigo, Scarborough – Key Holder**

**November 2013 to January 2014**

- Effectively managed daily operations, including conducting efficient opening and closing procedures and providing support to team members as required.
- Demonstrated exceptional problem-solving abilities by effectively resolving customer complaints and efficiently managing inventory discrepancies.
- Utilized advanced time management strategies to prioritize tasks and consistently meet tight deadlines with ease.
- Leveraged exceptional product knowledge to provide tailored solutions to customers, resulting in a significant increase in sales and a reputation for providing excellent customer service.

### **Cineplex, Toronto – Cast Member (Box Office)**

**September 2008 to January 2014**

- Exhibited strong communication skills by effectively interacting with customers and providing information regarding movie showtimes and promotions.
- Demonstrated a high level of attention to detail and accuracy in processing ticket transactions and managing ticket inventory.
- Worked effectively with team members to ensure a seamless and efficient customer experience through collaboration and teamwork.