



# Holiskhon Muradova

## Sales Executive

Strongly dedicated and reliable Retail Sales Executive with an outstanding client satisfaction history and superior work ethic. Excellent skills in functioning well as an independent worker with little to no supervision or as part of a retail executive management team. Effective leader skilled in developing highly productive, sales-driven teams by implementing customer-focused service. Exceptional ability to establish rapport with customers, gain trust, and build strong repeat and referral business. Proven record of effective short- and long-range planning and improving processes to achieve optimal profitability and meet company target.

✉ a\_sala2009@windowslive.com

☎ +971 56 296 7777

in [linkedin.com/in/holiskhon-anora-muradova-567178167](https://www.linkedin.com/in/holiskhon-anora-muradova-567178167)

## KEY INDUSTRY SKILLS AND ATTRIBUTES

organisational awareness

effective communication

customer focused

budget awareness and preparation

MS Office

interpersonal skills

flexible work demeanor

email management

organised

diary management

budgeting

sales techniques

word-processing

secretarial support

administration skills

teamwork

strong multi-tasking skills

## EDUCATION

### Bachelor of Commerce

College of Commerce

1998

Uzbekistan

### Bachelor of Economic Science

Economic Science University

1996

Uzbekistan

## WORK EXPERIENCE

### Sales Executive

Eglantine Design and Consultancy

2019 - Present

*Achievements/Tasks*

- ▣ Liaised and engaged with influencers, celebrities and high end buyers to achieve the sales target and overall vision of the company
- ▣ Coordinated with Marketing as needed for marketing priorities, assets & communication guidance
- ▣ Monitored ecommerce results and lead quarterly results reviews proactively making recommendations to optimize plans
- ▣ Achieved the required goals set by the General Manager and increased sales through marketing efforts
- ▣ Supported the General Manager in marketing and business development activities by suggesting activities to enhance the business
- ▣ Convinced clients to take Consulting Services with the Fashion Consultant and maintained, developed, & implemented effective relationships with multiple internal and external customers
- ▣ Managed the events, shows and exhibitions and nurtured relationships with Clients
- ▣ Researched ideas for market promotions such as corporate tie ups, loyalty cards suitable for exhibitions, events and shows to participate in

### Sales Advisor

Adidas: Originals Fashion Destination Door

2015 - 2019

*Emerging Market: Dubai Mall*

*Achievements/Tasks*

- ▣ Acquired and applied high standards of product knowledge and selling skills to maximise all sales opportunities and maintained the general filing system and files of all correspondence
- ▣ Communicated and liaised appropriately and effectively with colleagues and quoted prices and credit terms and prepared sales contracts for orders obtained
- ▣ Delivered exceptional customer service and demonstrated expert product knowledge and received, directed and relayed telephone messages
- ▣ Supervised and managed delivery of goods

## WORK EXPERIENCE

---

### Senior Sales Advisor

Peak Performance: Dubai World Retail Corporation

2012 – 2014

Mall of Emirates

#### Achievements/Tasks

- ▣ Worked as a team with management and co-workers to achieve personal and store goals and exceed monthly and yearly sales targets
- ▣ Developed expert product knowledge through training and advised clients through the various brand offerings
- ▣ Maintained showroom standards and re-merchandising the store based on current and in-store trends
- ▣ Worked effectively with team members to ensure the selling floor, cash point, fitting rooms and stockroom were cleaned and well maintained per GO SPORT store standards
- ▣ Worked closely with the Marketing and other staff teams to generate sales

### Sales Associate

Bath & Body Works

2010 – 2012

M.H. Al Shaya Co: Dubai Mall

#### Achievements/Tasks

- ▣ Provided exceptional customer service and created an emotional connection with every customer by being a passionate and enthusiastic
- ▣ Complied with store policies and procedures to maintain a safe shopping and working environment and ensured racks were fully stocked
- ▣ Completed all compulsory training programs and effectively transferred learning into skills on the job
- ▣ Ensured merchandise were requested daily and was received correct quantity from the warehouse
- ▣ Provided customers with current relevant product information and encouraged them to purchase
- ▣ Excelled in role requiring the ability to handle a variety of customer service and administrative tasks and resolve customer issues with expediency

### Sales Assistant

White Horse Fashion Shop

2007 – 2010

Dubai Mall

#### Achievements/Tasks

- ▣ A strong leader with excellent interpersonal and team management skills and a pleasing personality; ensuring all guests were escorted into the restaurant with a valuable experience
- ▣ Coordinated the preparation, distribution of itineraries, letters, and meeting minutes to ensure an up to date record for future events and meetings
- ▣ Responded to telephone calls and enquiries courteously and directed calls to appropriate personnel
- ▣ Maintained the cleanliness of the office environment
- ▣ Maintained an adequate inventory of office supplies

### Receptionist

Local Private Company

2005 – 2007

Dubai

#### Achievements/Tasks

- ▣ Managed incoming calls and correspondence
- ▣ Set up for meetings, managing conference room calendars and personal diary
- ▣ Assisting with special projects as needed including all travel arrangements
- ▣ Provided administrative support as needed for data entry, file maintenance
- ▣ First point of contact to all visitors to the office and was responsible for signing guests in and scanning any documentation

## LANGUAGES

---

English

Native or Bilingual Proficiency

Russian & Uzbek

Native or Bilingual Proficiency

Arabic

Full Professional Proficiency

Persian

Full Professional Proficiency

Holds a valid UAE driving License