

FAISAL PEDRO

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PROFESSIONAL HIGHLIGHTS

- Delivered exceptional customer experiences using strong communication, high emotional intelligence, and upselling strategies to drive sales and foster loyalty.
- Proven leadership and team management skills with integrity and accountability, capable of staff training and ensuring consistent, strong in-store performance.
- Expertise in Flooring Knowledge & Product Familiarity combined with Visual Merchandising & Display Setup for practical customer guidance and premium store presentation.
- Organized, disciplined, and detail-oriented approach ensures accuracy in estimates, orders, and professional POS Opera-on & Cash Handling.
- Bilingual communication (English/A2 French), enabling clear, customer-focused interactions with a diverse clientele

WORK EXPERIENCE

Flooring Installer — Wael Flooring Ltd.

Dec 2024 – Present

- Managed installation projects across multiple units and properties, completing over **11,000 sq ft of laminate and vinyl** and **5,000 sq ft of carpet tile** within tight deadlines
- Prepared and levelled floors, ensuring surfaces were clean, smooth, and ready for precise laminate, vinyl, or carpet installation
- Measured, cut, and fitted materials with accuracy to achieve a seamless, high-quality finish that met client specifications
- Provided team headcount updates and progress reports to ensure on-schedule completion
- Received and organized biweekly material deliveries—including underlayment, laminate, vinyl, carpet, adhesives, and transitions—ensuring proper handling and inventory control
- Maintained a **safe, clean, and hazard-free workspace**, demonstrating professionalism and accountability in shared construction environments
- Built strong on-site relationships with contractors and supervisors through reliability, communication, and attention to detail, reinforcing client trust and satisfaction

Assistant Store Manager — RW&CO

Nov 2022 – Nov 2024

- Directed all aspects of daily store operations, including sales performance, merchandising, scheduling, and inventory control
- Led a team of 10+ associates, fostering a customer-focused culture that consistently exceeded sales and service targets
- Analyzed sales reports and market trends to develop strategies that boosted monthly revenue and improved product sell-through
- Maintained an **80 % average capture rate** for the RW Insider program—surpassing company benchmarks through active client engagement
- Provided hands-on coaching to enhance team confidence, upselling skills, and conversion rates during key sales segments
- Built loyal client relationships that increased repeat business and positive customer feedback
- Upheld company standards for loss prevention, health and safety, and visual presentation

Team Lead — RW&CO

Oct 2021 – Nov 2022

- Served as acting manager in the absence of management, directing daily store operations and ensuring smooth execution of all promotions, visuals, and sales activities.
- Acted as the first point of contact for staff concerns or operational issues, resolving matters independently and escalating only when necessary.
- Assisted management in developing and implementing sales strategies, promotional plans, and scheduling adjustments to maximize results.
- Fostered a positive, supportive environment that maintained high morale, teamwork, and consistent customer service excellence.

Sales Associate / Key Holder — RW&CO

Apr 2018 – Oct 2021

- Welcomed and engaged every customer at the entrance, clearly communicating in-store promotions and driving traffic toward key product areas.
- Assisted customers with fitting rooms, provided tailored recommendations, and upsold promotional items to increase overall transaction value.
- Operated POS system and performed accurate cash reconciliation, along with opening and closing responsibilities as a key holder.
- Trained and guided new employees through onboarding, shadowing, and customer interaction best practices to maintain service standards.
- Contributed to strong daily sales performance and seamless team coordination in a fast-paced retail environment.

EDUCATION

Kwantlen Polytechnic University — Diploma in General Studies

Jan 2018 – Aug 2021