Sally Sales

123 Ocean Avenue • Santa Monica, CA 90402 • (123) 456-7890 • sally.sales@email.com

SALES ASSOCIATE

*Representing luxury name brands with enthusiasm and success*

Demonstrated passion for promoting high-end beauty and perfume brands within retail settings. Easily initiate consultative dialogues to identify customer preferences and offer winning product solutions. Maintain a flawless personal appearance and professional demeanor.

*Key skills include:*

|  |  |
| --- | --- |
| * Customer Relations * Innovative Visual Merchandising * Cash Handling / Credit Processing | * Superb Product Knowledge * Planogram Optimization * Department Maintenance / Stocking |

PROFESSIONAL EXPERIENCE

SEPHORA, *Santa Monica, CA*

**SALES ASSOCIATE**(June 2018 – Present)

Greet and provide attentive service and product recommendations to customers of upscale retail store. Enthusiastically discuss and demonstrate beauty products; design and set up attractive visual merchandising displays. Handle credit processing and cash transactions with 100% accuracy. *Key achievements:*

* Consistently exceeded all established sales targets by **more than 20%** for each year of tenure.
* Partnered with store management to design and implement planogram changes that improved traffic and average customer time spent in store **by 35%.**
* Promoted within one month of hiring to key holder status based upon proven responsibility, maturity, and a perfect work attendance record.

MACY’S, *Santa Monica, CA*

**SALES ASSOCIATE** (May 2015 – June 2018)

Skillfully handled product sales and returns at perfume counter of high-volume department store. Assisted customers with product selections and described current sales promotions; meticulously ensured the cleanliness and order of merchandising displays. *Key achievements:*

* Proactively increased knowledge of newly launched products to inform creation of unique displays and talking points.
* Helped to implement loss prevention strategies that reduced shoplifting **by 60%.**
* Earned multiple “Employee of the Month” awards.

EDUCATION & CREDENTIALS

**SANTA MONICA COMMUNITY COLLEGE**, Santa Monica, CA

Associate of Science – Sales & Promotion

**Technical Proficiencies:** Microsoft Office Suite • POS systems