

Isa Alaali

Senior sales manager

📍 London, UK

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Languages

Arabic

English

About

I am an adaptable, articulate, and ambitious Individual that speak Dual-Languages [Arabic Khaleej Dialect & English] with experience in customer services, sales and merchandising. I am both energetic and outgoing with an innate drive to achieve sales targets and extensive knowledge in the fragrance industry. My work ethic is based on working hard and smart, with relevant application of transferable skills gained from my previous work experiences.

BRANDS WORKED WITH

Daar Alteeb

DHL

Wide Angle Plus Ltd

Experience

● Sales Manager

Wide Angle Plus Ltd | Jun 2022 - Apr 2023

It is a social media management and marketing company based in Kuwait that has expanded to the UK market which provides services for businesses looking to move towards a more digital approach to their marketing and online presence, through dynamic menus, marketing campaigns and the importance of the customers experience. my role was to oversee canvassing, targeting, and closing the deal with potential leads, I learned the importance of critical thinking, problem solving and cold sales. Key Responsibilities:

- Oversee company's overall Sales strategy.
- Undertake market research studies and analyse results to better understand the market needs.
- Approve Marketing campaign ideas and liaise with bloggers, photographers, and the client.
- Negotiate contracts with clients.
- Coordinate efforts with financial and branding goals of clients
- Market research, pricing, product marketing, marketing communications, advertising, and public relations. Achievements
- Establishing the companies name in the UK by securing deals with Restaurants, Event spaces/Lounges.
- Building long term relationships with the best in the industry of graphic design and photographers

● Senior Fragrance Sales Associate

Daar Alteeb | Nov 2019 - May 2022

Providing professional services to customers by selling and demonstrating brand fragrances and related brand items. This role gave me the opportunity to further understand the importance of diplomacy when communicating with both customers and colleagues. I learned the ethos of good time keeping, flexibility and reliability to ensure satisfaction levels were maintained. Key Responsibilities

- Balancing the needs of multiple customers simultaneously in a fast-paced retail environment
- Managing the teams monthly Roster and opening the store
- Sharing merchandise knowledge while making personal recommendations
- Processing both inbound and outbound shipments and regularly updating stock figures Achievements
- Kept current on market and product trends to effectively answer customer questions
- Helped create strategies to develop and expand existing customers sales



● Inventory Admin

DHL | Jan 2019 - Aug 2019

Brief Outline part of my job I would ensure stock is constantly available for shelf use, from counting stock through to charging orders and running KPI reports while working closely with our Client Virgin Trains. Responsibilities

- A DHL based-system to input and charge orders while being in-constant

contact with Virgin Trains.

- Web Gemini allocating to set train times with a follow up update of actual departure time
- Stock Counting different types of products (Retail, Lounge, Non-IRIS)
- Adjusting product stock and ensuring a buffer exists