



# Wilfred Dsouza

MSc International Business - Kingston University

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

## About

A fashion aficionado with a business degree, I thrived as a sales assistant and cashier at Zara, seamlessly marrying my passion for style with a strong business foundation. My dynamic role enhanced my customer-centric approach and deepened my understanding of retail operations. Adept at recognizing trends, I actively contributed to successful sales strategies while fostering positive customer relationships. Armed with academic knowledge and hands-on experience, I am eager to channel my unique skill set into a role that values both creativity and strategic thinking. My proven ability to navigate the intersection of fashion and commerce positions me as an asset to any forward-thinking fashion enterprise. I am driven to bring a perfect blend of innovative flair and business insight, ensuring not only style success but also financial growth.

### BRANDS WORKED WITH

Athena Education (IOM) PLC

Sainsbury's

ZARA SA

Hard Rock

## Experience

### ● Retail sales associate cashier

ZARA SA | May 2022 - Sep 2023

- Operated the cash register efficiently, processing an average of 150 transactions daily with a 99% accuracy rate. Also managed the closing procedures for all cash registers and generated end-of-day reports.
- Orchestrated seamless collaboration within the sales team, driving a 10% surge in annual revenue by exceeding monthly sales targets and delivering unparalleled customer service to 50 daily inquiries, resulting in a 95% satisfaction rate.
- Maintain the store's aesthetic appeal and functionality by consistently ensuring shelves are fully stocked, displays are visually enticing, and cleanliness standards are upheld, resulting in a significant 20% drop in customer complaints regarding store presentation.



### ● Trading Assistant

Sainsbury's | Feb 2022 - May 2022

- Optimized sales floor presentation through consistent stocking and organization, contributing to a 15% boost in customer satisfaction surveys.
- Championed a flexible approach to working schedules, and volunteering for extra shifts, which streamlined operations during peak business periods, reducing reliance on external staffing by 20%.

### ● Business Associate

Athena Education (IOM) PLC | Jan 2018 - Oct 2021

Athena Education Investment LLC, DUBAI • Sales Associate- (01/2018) - (10/2021)

- Streamlined administrative processes by preparing over 50 sales documents, reports, and presentations monthly, resulting in a 20% increase in efficiency.
- Managed and responded to an average of 30 client inquiries per day via phone, email, and in-person meetings, achieving a 95% satisfaction rate with prompt and accurate information delivery.
- Maintained and updated client databases and CRM systems, overseeing 500+ client interactions monthly and achieving a 98% accuracy rate in data management, supporting effective client relationship management and strategic planning.



### ● Sales Assistant

Hard Rock | Mar 2024 - Now

- Engaged with customers to enhance their shopping experience by providing friendly and personalized assistance, resulting in a 15% increase in customer satisfaction scores.
- Assisted customers in selecting merchandise, offering product knowl-

edge, and processing transactions accurately, contributing to a 10% boost in sales revenue.

- Maintained cleanliness and organization of the retail space, handled customer inquiries professionally, and collaborated with team members to achieve sales targets, leading to a 20% improvement in overall store efficiency.

## Education & Training

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2022 - 2023 ● **Kingston University**

MSc,

2013 - 2016 ● **St. Joseph's College (Autonomous) Devagiri, Calicut**

Bachelor of Business Administration - BBA,