



Zarnab CH Gul

I have strong communication skills, a strategic mindset, and the ability to motivate and inspire team members.

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Languages

Italian

Urdu

English

Spanish

About

With a rich background in premium and high street retail, I specialise in customer service, visual merchandising, and team leadership. My experience spans notable brands like MANGO and Primark, enhancing my capability to excel in dynamic sales environments and achieve outstanding results.

BRANDS WORKED WITH



Experience



Senior Supervisor

Nobody's Child | May 2022 - Jan 2024

Senior Supervisor/store manager
Team leader
Reporting to CEO
VM responsible

Daily reporting and weekly reporting to head office, with figures, percentages, best selling products, KPI reports..

Rotas

Stuff performance progress report

Training pop-up managers/ and supporting multiple sites



Retail Sales Assistant

MANGO | Apr 2021 - Aug 2021

Sales/Retail Assistant

Calzedonia Group | Apr 2020 - May 2022



Retail Sales Assistant

LK Bennett | Aug 2019 - Feb 2020



Retail Assistant

Primark | Aug 2018 - Jul 2019

Sales Lady

OVS outlet | Jun 2016 - Sep 2016

Responsibilities

- Producing concepts for the sales for the range of products.
- Analysing trends in fabrics, colours and shape
- Assist the Boutique Manager in ensuring all sales activity, planning and execution are at the highest level.
- Assisting all the customers to choose the right dress with the best collection from the store designs.
- Requires knowledge of organization's range of products and /or services as well as organization's philosophy and policies.
- Receives infrastructural assistance from corporate office.
- Plan and carry out sales activities to meet assigned sales target
- Arrange display of products in showroom for merchandising and promotions.
- Attend to customer queries, complaints, suggestions, and requests by providing feedback to Area Manager with recommendations for sales promotion.
- Process sales order and coordinate with cashier for processing of payment.
- Maintain up to date stock position and record of the products.

Coordinate with the Storekeeper and Data Entry the availability of stocks.

- Assists in updating customer database.
- Maintain the standard display of products, cleanliness and safety in the showroom
- Ensure the safety in the working area.
- Perform other related functions that may be assigned from time to time.

● **Sales/Retail Assistant**

Sorelle Ramonda outlet | Feb 2015 - Dec 2015

Location: Trento Italy

Dates of employment: 01st December 2015- 28th Feb 2015 Responsibilities

- Greet customers at the store and provide them with information on their required products
- Lead customers to desired shelves or aisles and assist them in locating products
- Explain product features and benefits by performing demonstrations and answer any questions that customers may have
- Provide information regarding prices and after sales services and ways in which the latter can be obtained
- Suggest additional products in a bid to meet the company's and self-sales targets
- Assist customers in making decisions regarding suitable purchases based on their specific likes
- Lead customers through the payment process by assisting cashiers with discount information and markdowns
- Oversee wrapping or bagging of purchased items to ensure that they meet the store's standards and the specific instructions of customers
- Ascertain that customers' purchases are carried out to their vehicles by instructing baggers to do the needful
- Oversee the cleanliness and replenishment of shelves according to marketing and sales directives

Education & Training

2016 - 2017 ● **Scuola delle Professioni per il Terziario Italy**
Diploma in fashion seller,

2014 - 2016 ● **Scuola Aldo Gorfer Trento and Scuola Savino Pedrolli Trento Italy**
diploma in cloth designing,