



YENEALEM KIFLU



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Sales Associate and Marketing professional

SUMMARY

Results-oriented Sales Associate with a 4-plus-year verifiable track record of excelling in customer service and selling techniques. Proficient in **cashiering, bagging, customer service**, and assisting with the **transfer and display of merchandise**. A team-oriented individual who communicates effectively with customers and provides them with accurate product information. Demonstrated ability to increase customer satisfaction and to develop strong business relationships with them. Technical proficiency in **MS Office, Excel, POS, CRM hubspot and sales force**.

AREA OF EXPERTISE

- Merchandise Display
- Stock Labelling
- Cash Handling
- Order Tracking
- Shipping and Packaging
- Bagging/Transportation
- Greeting Customers
- Cash Register
- Inventory Management
- Query Response
- Price Tagging
- English/Amharic

KEY ACHIEVEMENTS

- **Innovation.** Developed and applied from execution to implementation, the **itreat** experience new marketing plan to foster and push new products campaign.
- **Sales Targets.** Met between 90-100% per month, resulting in the maintenance of the departmental productivity standards.
- **Business KPI's.** Met all KPIs by 100% and successfully upheld the quality standards for all customer engagements, thereby, meeting and where possible exceeding monthly sales targets.
- **Business Restructuring.** Extensive knowledge in improving efficiency and financial performance. Adept at accessing cost reduction and profitability benefits from combining businesses. Participated in reducing sales and marketing cost by 1.5% of annual budget.
- **Communication.** Effective communicator across all levels, with emotional intelligence and cultural sensitivity in play. Fluent in **English and Amharic Languages**.
- **Customer Service.** Vast knowledge in developing rapport and excellent customer relationships that maintain client re-visits. Assisted the team in achieving an 83% satisfaction in customer service surveys on website reviews in 2 years.
- **Merchandising.** Introduced the concept of visual merchandising for all mainly located stores, resulting in an increased customer base from 2300 to 4210 within 12 month

WORK EXPERIENCE

Medical interpreter

Teleperformance | Dubai, United Arab Emirates

Feb. 2023 – present

- Facilitate clear communication between healthcare professionals and Amharic-speaking patients during medical consultations, examinations, and procedures.
- Translate medical documents, prescriptions, and discharge instructions accurately.
- Ensure confidentiality and cultural sensitivity in all interactions.
- Provide real-time interpretation in emergency situations, supporting immediate medical care.
- Collaborate with healthcare teams to gather and report relevant patient information.
- Maintain up-to-date knowledge of medical terminology in both languages.
- Conduct follow-up appointments to ensure ongoing understanding and compliance with medical advice.

Clear image technology – Dubai, United Arab Emirates – Full time.

Sep. 2020 – Jan 2022.

Logistic Controller/ Customer Service / Administrative Assistant/ Inventory Controller

- Responsible for keeping track of and managing orders in stores, warehouses and other facilities.
- Monitors and maintains current inventory levels; processes purchasing orders as required; tracks orders.
- Ensuring premises, assets and communications are used effectively. Utilizing logistics IT to optimize shipping and transport procedures.
- Responsible for receiving, logging and distributing all technical documents and assisting in coordination and monitoring of administrative activities to facilitate and expedite the work flow
- Assist in the preparation of regularly scheduled reports.
- Arrange monthly supply of printers and toners for clients
- Create and Print delivery notes in Tally for orders from client
- Prepare needed documentation for items that are faulty to be send to suppliers

itreat.ae – Dubai, United Arab Emirates- Full Time.

Jan. 2020 – Jul. 2020

Sales and Marketing Executive

- Maintaining sales volume, product mix and selling price by keeping current with demand and supply, changing trends, economic indicators and competitors.
- Determining annual units and gross profit plans by implementing marketing strategies, analysing trends.
- Managing, coaching, controlling, and motivating the sales force to ensure attainment of sales targets.
- Assessing the strengths and weaknesses of Sales Team and coordinating sales programs accordingly.
- Meeting clients to discuss their evolving needs and assess the quality of company relationships.
- Scheduling calls and daily displacement plans for associates.
- Selling to existing direct accounts, as well as providing sales support to distribution partners.
- Analysing the competition to create a plan for engagement.
- Researching client base to increase the existing database.

Ramada Hotel by Wyndham, Addis Ababa Ethiopia - Full Time.

Dec 2017 – Dec 2019

Reservations Sales Executive.

- Enhanced ability to multi-task by processing sales enquiries through several distribution channels, including, Fax, Emails, third party in-house and phone requests that minimized errors and maximized guest experience by 10%.
- Executed and exceeded monthly sales goals with the conversion of 21% of sales calls into monetary transactions that augmented personal and team Bonuses.
- Stage-managed all prospective leads from previous emails, phone calls that increased daily occupancy by 15%.
- Performed room inspections and delivery of amenities for long term stay guests, prior to arrival.
- Tracked all internet-based bookings and third-party booking sites on a 15 Mins interval.
- Developed rapport and developed excellent customer relationships that maintained guest re-visits at circa 80%.
- Managed Credit card transactions for advance deposits/refunds and processed reversed authorizations for mischarges.
- Communicated and promoted products and services to new guests that boosted income by 5%.
- Contributed to raising guest satisfaction survey scores to 90%, #top 10 in the region for 2018.

**Ramada Hotel by Wyndham, Addis Ababa Ethiopia - Full Time.
Exécutives Administrative Assistant**

Jan 2016 – Jun 2017

- Responded to emails and other correspondence to facilitate communication and enhance business processes.
- Produced accurate office files, updated spreadsheets and crafted presentations to support executives and boost team efficiency.
- Updated executives on changing business needs by thoroughly documenting internal and client meetings.
- Orchestrated successful conferences, including associated travel for all speakers and attendees, facilities and support services.
- Handled all scheduling for director's calendar and prepared meeting agenda and materials.
- Supported the General Manager through personal document management, calendar organization and collateral preparation for meetings.
- Coordinated international business trips by booking flights, hotels and arranging required meetings, often with senior government and corporate representatives
- Responded swiftly to CEO requests for information by liaising with other internal teams to gather inputs
- Welcomed visitors, answering telephone calls and electronic mail messages and providing assistance or directing to appropriate official as necessary

TRAININGS/CERTIFICATIONS

2018 Flow Hospitality Institute and E-marketing institute

- Equality and Diversity.
- Health & Safety level 2
- Customer service management
- Flow Institute of Management
- Disability Awareness
- Basic Computer awareness
- Google online Marketing fundamentals
- Blogging
- Content Marketing
- Social media Marketing
- Online Marketing Fundamentals

EDUCATION

Bachelor of Science, Sociology.
Mekelle University
Ethiopia.
2015.

SKILLS

- Business Driven
- Customer Driven
- Relationship Focused
- Strategic Thinker
- Visionary
- Digital Expert
- Brand Champion
- Curiosity
- Communication
- Social Perceptiveness
- Critical Thinking
- Persuasion
- Coordination
- Decision Making
- Modesty
- Sales Ability
- Good observational skills
- Innovation
- Sense of Responsibility
- Relationship building
- Customer Service.
- Monitoring.
- Negotiation.
- MS. PowerPoint.
- Problem Solving
- Eternal learning
- Guest complaints.
- Sales.
- Creativity
- Adaptability
- Forecasting
- Excel
- CRM (sales force and hubspot CRM software)
- MS. Word
- Ms. Excel.
- Ms. Outlook