

FREDRICKA BENTURA

Retail Sales Assistant

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123 Maple Street, Charleston, WV 25301



PROFILE

Results-driven Retail Sales Assistant with 1 year of experience in providing exceptional customer service and support in fast-paced retail environments. Proficient in product knowledge, inventory management, and upselling techniques. Adept at building strong relationships with customers, fostering brand loyalty, and consistently exceeding sales goals. Demonstrated ability to work collaboratively in a team setting while maintaining a positive attitude and professional demeanor.

LINKS

[linkedin.com/in/fredrickabentura](https://www.linkedin.com/in/fredrickabentura)

SKILLS

Merchandising

Inventory Management

POS Operation

Customer Service

Product Knowledge

Visual Display

Upselling

LANGUAGES

English

Portuguese

HOBBIES

EMPLOYMENT HISTORY

● Retail Sales Assistant at Macy's, WV

Feb 2023 - Present

- Increased sales revenue by 15% in Q2 2021, resulting in a total of \$120,000 in additional revenue for Macy's, WV.
- Successfully upsold customers on various products and services, leading to a 25% increase in average transaction value in Q3 2020.
- Consistently exceeded monthly sales targets by an average of 10% throughout the year 2020, contributing significantly to Macy's, WV's overall financial performance.
- Recognized as the top-performing Retail Sales Assistant across the entire West Virginia region in 2020, with an impressive customer satisfaction rating of 98%.

● Sales Associate at Target, WV

Aug 2022 - Dec 2022

- Achieved 120% of sales target for three consecutive quarters, contributing significantly to the overall growth of Target, WV during that time.
- Successfully upsold products and services, resulting in a 15% increase in average transaction value and boosting overall store revenue.
- Assisted in the training and onboarding of five new Sales Associates, leading to a more efficient and effective sales team at Target, WV.
- Implemented a new customer engagement strategy that increased repeat customer visits by 25%, enhancing customer loyalty and long-term revenue generation for the store.

EDUCATION

Diploma in Retail Sales and Customer Service at West Virginia Retail Sales and Customer Service Academy

Sep 2017 - May 2022

Relevant Coursework: Retail Sales Principles, Customer Service Techniques, Merchandising Strategies, Inventory Management, Store Operations, and Effective Communication.

CERTIFICATES

Certified Retail Sales Associate (CRSA)

Apr 2022

Advanced Customer Service and Sales Certification

Feb 2021