

Neka Mcnelley

Retail Sales Consultant

Profile

Results-driven Retail Sales Consultant with 1 year of experience in providing exceptional customer service and driving sales in fast-paced retail environments. Skilled in product knowledge, merchandising, and upselling techniques. Demonstrated success in exceeding sales targets and building strong customer relationships. Proven ability to adapt to new product lines and quickly learn new industry trends. Committed to fostering a positive shopping experience for customers and maximizing profitability for the company.

Employment History

Retail Sales Consultant at AT&T Wisconsin, WI

Feb 2023 - Present

- Achieved a 15% increase in store sales revenue by consistently exceeding personal sales targets and implementing effective sales strategies, resulting in a \$500,000 boost to the Wisconsin branch's annual revenue.
- Developed and maintained relationships with over 200 high-value customers, leading to a 25% increase in customer retention and contributing to the store's overall growth in the Wisconsin market.
- Successfully upsold AT&T products and services to 30% of existing customers, generating an additional \$150,000 in annual revenue and demonstrating exceptional product knowledge and customer engagement skills.

Sales Associate at T-Mobile Wisconsin, WI

Aug 2022 - Dec 2022

- Achieved the highest sales record in the Wisconsin region for 2019, selling over 1,500 mobile devices and generating \$750,000 in revenue.
- Exceeded monthly sales targets by an average of 35% for 12 consecutive months, contributing to a 20% increase in overall store performance.
- Secured 450 new customer contracts within a single quarter, resulting in a 25% growth in the store's customer base and a 15% increase in annual revenue.
- Implemented a successful upselling strategy that led to a 50% increase in accessory sales, generating an additional \$200,000 in revenue for the store.

Certificates

Certified Retail Sales Associate (CRSA)

Jan 2022

Certified Customer Service Professional (CCSP)

Sep 2020

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📍 123 Maple Street, Milwaukee, WI 53202

Education

Associate of Applied Science in Retail Management at Fox Valley Technical College, Appleton, WI

Sep 2017 - May 2022

Relevant Coursework: Retail Operations, Marketing and Sales, Supply Chain Management, Customer Service Strategies, Merchandising, Human Resources Management, Finance and Accounting, and Business Law.

Links

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

Skills

Merchandising

Upselling

Inventory Management

POS Systems

Customer Relations

Product Knowledge

Visual Display

Languages

English

Italian