

Eleana Toriz

Retail Sales Representative

Profile

Dedicated Retail Sales Representative with one year of experience excelling in customer service and sales in fast-paced retail environments. Proficient in product knowledge, inventory management, and upselling techniques. Adept at building rapport with customers, consistently exceeding sales targets, and contributing to overall team success. Demonstrated ability to adapt to new products and store procedures, seeking to leverage skills and passion for retail to drive sales and deliver exceptional customer experiences.

Employment History

Retail Sales Representative at Walmart, AL

May 2023 - Present

- Successfully increased sales in the electronics department by 25% within a year by providing exceptional customer service, product knowledge, and upselling techniques.
- Exceeded personal sales targets for three consecutive quarters, consistently ranking in the top 10% of sales representatives across all Walmart stores in Alabama.
- Implemented a new inventory management system that reduced stock discrepancies by 40%, resulting in improved product availability and a 15% decrease in customer complaints related to out-of-stock items.

Sales Associate at Target, AL

Aug 2022 - Apr 2023

- Achieved a 25% increase in sales for the electronics department within six months by implementing effective product merchandising strategies and providing exceptional customer service.
- Exceeded personal sales targets by 40% in the 2020 holiday season, contributing to the store's overall 15% growth in sales revenue compared to the previous year.
- Successfully upsold Target's RedCard to over 100 customers within a three-month period, leading to a 10% increase in RedCard sign-ups for the store and generating additional revenue through increased customer loyalty.

Certificates

National Retail Federation (NRF) Customer Service and Sales Certification

Dec 2021

Certified Professional Salesperson (CPS) from the National Association of Sales Professionals (NASP)

Sep 2020

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📍 123 Oak Street, Birmingham, AL 35209

Education

Associate of Applied Science in Retail Management at Shelton State Community College, Tuscaloosa, AL

Sep 2018 - May 2022

Relevant Coursework: Retail Operations, Merchandising, Marketing, Inventory Management, Customer Service, Sales Techniques, Human Resources, Financial Management, and Business Communications.

Links

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

Skills

POS proficiency

Inventory management

Customer engagement

Merchandising techniques

CRM software

Upselling strategies

Product knowledge

Languages

English

Arabic