

Sharyl Herian

Jewelry Sales Associate

Profile

I am an experienced Jewelry Sales Associate with over one year of experience in the jewelry industry. My experience includes working in a busy retail store, providing excellent customer service, and developing my sales skills. I am highly organized, detail-oriented, and have a passion for helping customers find the perfect piece of jewelry. I have a strong knowledge of different jewelry styles and am confident in my ability to help customers make informed decisions. Additionally, I have excellent communication and interpersonal skills, allowing me to connect with customers and build lasting relationships.

Employment History

Jewelry Sales Associate at Zales, SD

Dec 2022 - Present

- Achieved highest sales performance in the store for two consecutive quarters: In Q3 and Q4 2019, I sold over \$25,000 worth of jewelry at Zales. My success was due to my ability to effectively engage with customers and build relationships that created repeat business.
- Increased customer base by 30%: Through targeted outreach campaigns on social media platforms such as Instagram and Facebook, I increased our customer base from 500 active customers to 650 within a six-month period while maintaining an excellent level of service throughout this time frame.
- Averaged 10 new pieces per month: By proactively suggesting additional items or upselling existing products based on what best suited each individual's needs; I averaged selling ten new jewelry pieces every month which contributed significantly towards meeting monthly targets set out by management team.

Jewelry Sales Representative at Kay Jewelers, SD

Aug 2022 - Oct 2022

- Exceeded monthly sales goals by 20%: As a Jewelry Sales Representative at Kay Jewelers in SD, I consistently exceeded the store's monthly goal of \$50K in jewelry and accessories sales. In one month alone, I achieved over \$60K total revenue for the store.
- Increased customer loyalty: Through my friendly demeanor and knowledge about each product line available to customers, I was able to build trusting relationships with them which translated into repeat business from loyal shoppers who trusted me as their go-to source for all things jewelry related.
- Developed profitable promotions: After analyzing our target demographic's buying habits through data insights collected during transactions, I developed various promotional campaigns that increased both average ticket size per transaction (from an avg of \$200/transaction up to \$250) while also boosting overall foot traffic within the retail space (+20%).

Certificates

✉ sharyl.herian@gmail.com

☎ (928) 014-3871

📍 Rapid City, SD

Education

High School Diploma at Sioux Falls Lincoln High School, Sioux Falls, SD

Sep 2017 - May 2022

Relevant Coursework: English, Math, Science, Social Studies, Foreign Language, and Electives.

Links

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

Skills

Customer Service

Merchandising

Product Knowledge

Sales Techniques

Visual Display

Negotiation Skills

Cash Handling

Languages

English

Hindi

Hobbies

Jewelry Making

Painting