
CRISTINE ESTRELLA

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PROFESSIONAL SUMMARY

Customer-orientated, strategic-thinking Sales Manager with over 13 years of experience in facilitating relationships, developing partnerships, maintaining top accounts and amplifying profit channels. Multi-tasking and self-motivated leader with expertise in expanding network connections, introducing products, implementing pricing models, inventory control and projections, vendor relations, territory development and revealing customer needs to deliver solutions. Tactical team builder seeking to leverage background into Sales related role with dynamic organization.

WORK HISTORY

SECTION SALES MANAGER, 09/2013 - Current

MAJID AL FUTTAIM HYPERMARKETS LLC (CARREFOUR) - Abu Dhabi, United Arab Emirates

- Maintain awareness of all promotions and advertisements
- Managing deals and negotiation with product suppliers
- Developing and implementing timeline to achieve targets
- Empowering team members with skills to improve their confidence, product knowledge, and communication skills.
- Contributing to growth of company to 50% through successful team
- Applied expertise in team leadership to address productivity and performance issues, motivating staff to achieve KPIs.
- Managed staffing schedules for high numbers of employees, delivering operational efficiency whilst remaining under budget.
- Conducted audits and risk assessments to achieve regulatory compliance.
- Introduced new opportunities for team building and communication, resulting in better team performance.
- Analyzed sales to identify top-performing products.
- Developed new ideas and thought creatively to grow business and enhance profitability and revenue.
- Monitored sales team performance, providing effective training to help reach revenue and profit targets.

CUSTOMER SERVICE OFFICER, 03/2012 - 09/2013

MAJID AL FUTTAIM HYPERMARKETS LLC (CARREFOUR) - Abu Dhabi, United Arab Emirates

- Processed high-value payments with meticulous accuracy.
- Handled phone, email and social media enquiries with consistent customer service across multiple channels.
- Delivering information about company's offerings
- Providing proactive customer outreach
- Handled customer complaints, providing appropriate solutions to guarantee positive outcomes.
- Assisted customers with varying questions using product knowledge and service expertise.
- Tracking customer service KPIs and metrics

CASHIER, 04/2011 - 03/2012

MAJID AL FUTTAIM HYPERMARKETS LLC (CARREFOUR) - Abu Dhabi, United Arab Emirates

- Answered questions about store policies and concerns politely and professionally, supporting positive customer experiences.
- Handled cash and card payments with precision, maintaining customer confidentiality and discretion throughout.
- Delivered outstanding customer care with proactive sales and listening skills.
- Resolved customer complaints and answered queries about store products.
- Greeted customers entering store and responded promptly to customer needs.
- Used cash registers and POS systems to request and record customer orders and compute transactions.
- Checked notes carefully to spot counterfeit currency.

CASHIER/ RECEPTIONIST, 02/2008 - 05/2010

FELIX RESTAURANT - MAKATI CITY, PHILIPPINES

- Answered questions about store policies and concerns politely and professionally, supporting positive customer experiences.
- Processed sales, exchange and refund transactions efficiently to reduce customer waiting times.
- Delivered outstanding customer care with proactive sales and listening skills.
- Greeted incoming customers in professional manner and provided friendly, knowledgeable assistance.
- Kept reception area clean and neat to give visitors positive impression of company.
- Delivered front of house duties with warm and professional manner.
- Acted as first point of contact for wide range of personnel.
- Prioritized tasks to maintain reliable service throughout peak times.
- Managed calendars, strategically scheduling appointments to maximize availability.

SKILLS

- Communication and engagement techniques
- Excel proficiency
- Customer service
- KPI monitoring
- Visual merchandising
- Organization skills
- Leadership
- Resourcefulness

EDUCATION

Bachelor of Science: BUSINESS ADMINISTRATION, 03/2003

NOTRE DAME UNIVERSITY - COTABATO CITY, PHILIPPINES - UNDERGRADUATE

LANGUAGES

English

Fluent