

Aisha Muhammad  
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### **Professional Summary**

Sales-oriented retail manager with 4+ years of experience in sales, marketing and customer service. Adept ability to build productive relationships, resolve complex issues and win customer loyalty. Consistently increases sales revenue. Multi tasking abilities and skilled in multiple service industries (retail, marketing, hospitality and food). Multiple years of experience with training various types of personalities to ensure company success.

### **Education**

2016 - 2018 University of New Hampshire, Durham, NH 03824  
2012 - 2016 North Hollywood HS, North Hollywood, CA 916017  
Degree: High School Diploma; General Education

### **Work Experience**

*May 2019 - Current Tammy's Exotic Spa  
Store Manager (Del Amo)*

Tracked and analyzed sales and customer trends to maximize sales. Introduced online shopping and mobile payments that increased sales by 30%. Monitored sales transactions and ensured sales procedures were followed properly. Responsible for staffing and employee relations. This included hiring, training, motivating, and advising a new team of sales representatives. Motivated staff to create a clean, enjoyable environment with appropriate product availability. Oversaw inventory and day to day store operations. Rearranged shop displays, boosting sales by 5–10%. Responsible for opening and closing the store by myself. Engaged in sales, cash reconciliation, inventory taking, staff scheduling and training. Worked directly with the owner of the business to resolve customer complaints and address customer inquiries, while increasing sales and expanding the business module.

*September 2020 - December 2021 Topshelf Vernon  
BudTender*

Provided customers with detailed explanations of different marijuana strains while following laws and regulations for selling retail cannabis. Offered exceptional customer service while promoting the company brand and educating customers on the company's mission and values. Solved customer challenges quickly and maintained quality control on new ways of improving customer service. Built authentic relations with customer which boosted customer repeat rate. Boosted morale in the office by encouraging other sales representatives. Assisted management with checking inventory, keeping detailed records, processing POS transactions, setting up displays and keeping the storefront clean & presentable. Weighed and package Marijuana & pre rolls. Suggested and helped integrate new First Time Patient deals and promotions to attract new customers.

*November 2018 - May 2019 Red Label Enterprise*

*Marketing Executive*

Managed office responsibilities such as daily inventory of products, staff scheduling, office organization, and promotional events. Completed forms and recorded logs to create accurate, detailed files for each customer, provided insight into the target audience and what they want from the company. Coordinated sales efforts with marketing program. Customized a marketing and sales campaign that increased brand recognition, drove sales, increased revenue and improved retention. Collaborated with and serviced Fortune 500 companies and government clients. Negotiated all contracts with prospective clients. Trained and mentored associates, was responsible for my own team of associates. Networked and built trusting relationship with customers. Assisted clients by creating social media accounts and providing content as needed; converted product details into viable content marketing strategies.

**Skills**

- Drive high sales & promotions
- Day to Day Operations Oversight
- Leader
- Problem Solver
- Quick Learner
- Trend Analysis
- Cash Handling
- Read & Relate
- Hospitality
- Management
- Sales
- Mathematics
- Recruitment & Retention
- Personnel Training & Development
- Business Development
- Customer Relations
- Experience working with high profile clientele.
- Tech Savvy ( Microsoft + social media)
- Experience in a variety of fields, able to wear multiple hats and multi task