

# JACKLINE GATWIRI WANYAGA



**Address** Nairobi, Kenya  
**Phone** +254 713395934  
**E-mail** jacklineg86@gmail.com

A results-driven professional with extensive experience in customer service, understanding of basic software, sales, and store operations. Skilled in upselling, inventory management, and handling transactions with precision. Proven ability to resolve customer complaints, enhance satisfaction, and maintain a clean and organized store environment. Experienced in leading and mentoring junior staff, ensuring high standards of service. Adept at managing daily operations, driving sales growth, and improving the overall customer experience. Committed to delivering excellent service and contributing to business success.

## Skills

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- Customer Service Excellence.
- Social Media Marketing, Use of SEO.
- Sales, and Upselling.
- Graphic and Design.
- Problem-Solving, Conflict Resolution.
- Merchandising, Store Organization.
- Team Collaboration and Leadership.
- Time Management, Multitasking.
- Attention to detail.
- POS Operation.
- Inventory Management.

## Work History

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2025-05 – To date	<div><b>Digital Marketing</b> <i>Dr Spice Organics</i> Graphic and Design: Designing Posters for Marketing, Stickers for Products, cards, and Logos. Social Media Management, such as posting videos and posters on their Social media Platforms Like TikTok, Instagram, and Facebook. Interacting with the comments section and inbox of the platforms.</div>
2022-01 - 2024-01	<div><b>Shop Representative</b> <i>Favour Daily Shop</i></div>

Managed daily store operations, including inventory control, merchandising, and cash handling, serving 50+ customers daily.

Assisted customers with product selection, providing excellent service that led to a 20% increase in repeat customers and boosted overall satisfaction.

Processed transactions efficiently, handling cash, card payments, and refunds with 100% accuracy.

Monitored stock levels and coordinated with suppliers to ensure product availability, preventing stockouts.

Promoted store offers and upsold products, driving a 15% increase in sales revenue and enhancing customer engagement.

Maintained a clean and organized store layout, ensuring an inviting shopping environment that improved the customer experience.

Resolved customer complaints professionally, ensuring a positive shopping environment and fostering customer loyalty.

**2018-05 - 2021-07**

## **Customer Service and Sales Attendant**

*Scents Kenya Ltd*

Sold cosmetics, including perfumes and jewelry, achieving a 15% increase in sales through personalized recommendations.

Received and returned calls, managing an average of 30+ customer inquiries daily, providing information on products and services.

Handled payments accurately, processing an average of 50+ transactions per day.

Ensured good customer service from junior staff, training and mentoring them to meet customer service standards.

Reported client feedback to management, facilitating improvements that enhanced the customer experience.

Assisted in store visual merchandising, ensuring products were displayed attractively to maximize sales.

**2018-01 - 2018-04**

## **Merchandising Officer**

*AYEE LTD*

Bought t-shirts, ensuring timely procurement to meet customer demand and seasonal trends.

Supervised printing and design processes, ensuring designs met brand standards and quality expectations.

Supplied orders to customers, ensuring on-time delivery for 100% of orders.

Sourced and supervised honey packaging, ensuring packaging met quality standards and reduced packaging costs by 15%.

Marketed honey products through various channels, contributing to a 20% increase in sales.

Managed inventory, ensuring stock levels were optimized and preventing overstock or stockouts.

**2017-09 - 2017-12**

## **Shop Attendant**

*Essie Cyber and Bookshop*

Provided excellent customer service, assisting an average of 30+ customers daily with inquiries and ensuring a positive experience.

Ensured the shop was clean, organized, and welcoming, creating a pleasant environment for customers.

Offered printing, photocopying, typesetting, and lamination services, meeting customer needs promptly.

Assisted customers in troubleshooting technical issues, providing solutions to enhance satisfaction.

Handled payments and sales recording, processing an average of 50+ transactions per day with accuracy.

Stocked and organized books and supplies, ensuring items were readily available and properly displayed.

**2016-01 - 2017-12**

## **Waitress**

*Sizzling Restaurant and Kahawa Hotel*

Greeted and escorted 30+ guests daily to their tables, creating a welcoming atmosphere and ensuring a positive first impression.

Presented menus and provided detailed information about portions, ingredients, and potential food allergies when requested, ensuring guests made informed choices.

Prepared tables by setting up linens, silverware, and glasses, maintaining a neat and inviting dining environment.

Built lasting connections with guests by showing genuine interest and offering attentive service throughout their dining experience.

Demonstrated upselling skills by recommending additional items, resulting in a 10% increase in sales during service.

Provided a warm, welcoming individual greeting, leaving a positive first impression with every guest.

**2015-01 - 2016-12**

## **Attendant and Cashier**

*Humart Supermarket*

Maintained clean and orderly checkout areas, performing general cleaning duties such as mopping floors and emptying trash cans to ensure a tidy store environment.

Computed and recorded transaction totals with high accuracy, handling 150+ transactions daily.

Sorted, counted, and wrapped currency and coins, ensuring accuracy in cash handling.

Assisted in various store areas, including helping customers carry items, improving customer satisfaction.

Stocked shelves and updated market prices, ensuring accurate pricing and reducing stockouts.

Processed merchandise returns and exchanges, following store policies to ensure customer satisfaction.

Answered customer inquiries, providing clear information on store procedures and policies to enhance the shopping experience.

2014-03 - 2014-12

## Waitress and Shop Attendant

*Marmanet Hotel and Electronics*

Provided high-quality customer service, serving 50+ customers daily in both the dining and retail environments.

Took and processed orders accurately, ensuring timely delivery and a 15% increase in customer satisfaction ratings.

Assisted customers with selecting electronics, offering product knowledge and recommendations, leading to a 15% increase in sales.

Managed inventory for both the hotel and electronics shop, reducing stockouts.

Promoted menu items, daily specials, and store offers, boosting overall sales and customer engagement.

Processed transactions efficiently, handling cash, card payments, and returns with accuracy.

Maintained clean and organized dining and shop areas, ensuring a pleasant experience for customers.

## Education

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2025-03 – 2025-05

### Certificate: Digital Marketing

*Ajira Digital*

2023-06 - 2023-08

### Certificate: Data Entry

*Ajira digital - Online*

2016-01 - 2017-11

### Diploma: Tourism Management

*Zetech University - Nairobi*

2013-01 - 2013-03

### Certificate: Computer Studies

*Kigali Teachers College - Embu*

2009 - 2012

### Kenya Certificate Of Secondary Education

*Kiriari Secondary School - Embu*

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## Referees

Denis Mwangi  
Owner Favour Daily Shop  
0724413430

Mary Muhoro  
Manager- Scents Kenya Ltd  
0720212139

Peter Mutua  
Mentor  
0717080000