

## **BIO DATA**

**Name:**Nina Joan Akoth

**Phone number:**+254758751145

**Email Address:** akothnina82@gmail.com

**City:**Kisumu

## **PROFESSIONAL PROFILE**

I am a dedicated and customer-oriented sales professional with practical experience in retail sales, field marketing, and direct customer engagement. Demonstrated ability to promote products, build strong customer relationships, and consistently meet sales targets. Experience working with Solar Panda and SunKing in sales and marketing roles, and currently employed in a supermarket retail environment handling customer service, sales, and cash transactions. Completed a certificate Course in Social Work and Community Development (awaiting graduation), bringing strong interpersonal, communication, and people-handling skills. Seeking to add value to Optica Limited through excellent customer service and sales performance.

## **KEY COMPETENCIES**

Retail Sales & Customer Service

Product Promotion & Demonstration

Upselling & Cross-Selling

Cash Handling & POS Operations

Customer Relationship Management

Communication & Negotiation

Team Collaboration & Time Management

## **WORK EXPERIENCE**

Sales Assistant / Shop Attendant

- BANNA SUPERMARKET -2025 – Present.

Provide courteous and efficient customer service in a fast-paced retail environment.

Assist customers with product selection and respond to inquiries professionally.

Promote available offers and upsell products to increase daily sales.

Handle cash and electronic payments accurately using POS systems

Ensure shelves are well stocked, organized, and attractively displayed.

Support the team in achieving daily and monthly sales targets.

- **SALES AND MARKETING REPRESENTATIVE**

Solar Panda and Sunking (Greenlight Planet) 2019- 2023

Conducted direct sales and community-based marketing of solar products.

Explained product features, benefits, pricing, and payment plans to customers.

Consistently met and surpassed assigned sales targets.

Built trust with customers, resulting in repeat sales and referrals.

Represented the company during marketing activations and outreach programs.

Sold solar lighting products through door-to-door sales and market activations.

Demonstrated product usage and educated customers on value and durability.

Maintained accurate sales records and customer information.

Increased brand awareness through active promotion and customer engagement.

## **EDUCATION**

- **Certificate in Social Work and Community Development**

Ugunja Vocational and Training College 2023-2025

Completed – Awaiting Graduation

- **Kenya Certificate of Secondary Education (KCSE) 2015-2018**

Mutwala Girls' Secondary School

## **PERSONAL ATTRIBUTES**

Customer-focused and results-driven

Honest, dependable, and self-motivated

Strong interpersonal and communication skills

Quick learner with a positive attitude

Able to work independently and within a team

**REFEREES**

Available upon request.