

HALIMAT SADIAT ZAKARI

Phone No: 07030598343, Address : Ikeja Lagos state,

Email Sadiat426@gmail.com

PROFILE

Energetic and resourceful sales professional with a solid track record in retail leadership, business development, and brand management. With hands-on experience in driving sales performance, identifying new market opportunities, and building strong customer relationships, Halimat brings both strategic vision and on-the-ground execution to every role. Skilled in sales forecasting, contract negotiation, market research, and team supervision, she has consistently contributed to revenue growth and customer retention. Passionate about delivering value, exceeding targets, and representing brands with excellence, she is now poised to contribute meaningfully to a results-oriented organization.

PROFESSIONAL EXPERIENCE

RETAIL MANAGER

March 2026 -Present

Cerise Noire gifting and lifestyle Lagos State, Nigeria

- Managed daily operations of a luxury gifting and lifestyle store.
- Built strong relationships with corporate and premium clients.
- Oversaw visual merchandising and premium product displays.
- Managed inventory, stock control, and order fulfilment.
- Increased sales through upselling and excellent customer service.
- Supervised and trained the retail team to achieve sales targets.
- Coordinated corporate gifting projects and seasonal campaigns.
- Monitored sales performance and implemented growth strategies.

RETAIL MANAGER

Jan 2024 - 2026

Fazsion Design And Styles Limited, Lagos State, Nigeria

- Manage daily store operations, ensuring optimal customer service, stock availability, staff coordination, and visual merchandising standards.
- Lead and supervise a team of retail staff, setting clear performance targets, coaching for improvement, and conducting regular appraisals.
- Monitor inventory levels, conduct stock audits, and coordinate with vendors and suppliers to maintain accurate stock replenishment and minimize shrinkage. Analyze sales reports and customer trends to inform strategic decisions on pricing, promotions, and product placements.
- Ensure full compliance with health and safety regulations, company policies, and standard operating procedures (SOPs).
- Handle recruitment, training, and performance development of new and existing staff to build a high-performing, customer-centric team.
- Oversee daily cash management processes, including till reconciliations, bank deposits, and end-of-day financial reporting.

BUSINESS DEVELOPMENT

Feb 2020-Nov 2021

Fazzion Design And Styles Limited, Lagos State, Nigeria

- Identified and pursued new business opportunities, partnerships, and revenue streams, contributing to sustained growth and market expansion.
- Developed and implemented brand strategies that enhanced visibility, customer loyalty, and competitive market positioning.
- Conducted in-depth market research and competitor analysis to inform pricing models, product positioning, and promotional tactics.
- Managed multi-channel marketing campaigns (social media, email, in-store promotions), resulting in increased brand engagement and lead generation.
- Oversaw the creation of marketing content, including advertising copy, social media posts, and promotional materials, ensuring alignment with brand identity. Tracked and analyzed key performance indicators (KPIs) such as conversion rates, ROI, and customer lifetime value to refine business strategies.
- Collaborated with cross-functional teams (sales, logistics, and operations) to ensure consistent brand experience and customer satisfaction.
- Built and maintained strong client and vendor relationships,

Jan 2018 - NOV 2019

SALES EXECUTIVE

Opay Digital Service Limited, Proten International, Akure, Ondo State, Nigeria

- Developed and maintained a strong pipeline of prospective clients through cold calling, networking, referrals, and targeted outreach.
- Presented, promoted, and sold products/services to existing and prospective customers, achieving and exceeding monthly sales targets.
- Built and nurtured long-term client relationships to drive customer retention, satisfaction, and repeat business.
- Conducted market research and competitor analysis to identify trends, customer needs, and sales opportunities.
- Delivered persuasive sales presentations and product demonstrations tailored to client needs and industry demands.
- Negotiated contracts, pricing, and terms of service with customers in line with company policies and profitability goals.
- Managed and updated CRM systems to track leads, follow-ups, and sales conversions, ensuring accurate reporting and forecasting.
- Collaborated with marketing and product teams to align sales strategies with promotional campaigns and product launches.

HIGH SCHOOL EDUCATOR - NYSC

Jan 2018 - NOV 2019

Nargata College, Sokoto State, Nigeria

- Planned, prepared, and delivered engaging lessons aligned with national curriculum standards, tailored to students' diverse learning needs.
- Created and implemented lesson plans across subjects for students in various grades, fostering academic growth and critical thinking skills.
- Assessed, recorded, and reported student progress through assignments, tests, and examinations, providing timely feedback and support.

- Utilized various teaching methodologies, including digital tools, group work, and interactive sessions to enhance classroom engagement and learning outcomes. Maintained a positive, inclusive, and disciplined classroom environment conducive to learning and respectful interaction.
- Collaborated with colleagues, parents, and school administrators to develop individualized learning plans and address student needs.
- Participated in staff meetings, parent-teacher conferences, and professional development workshops to support continuous improvement.

EDUCATION

HIGHER NATIONAL DIPLOMA - HND , Computer Engineering Technology Federal Polytechnic Offa, Kwara State, Nigeria	2015- 2017
NATIONAL DIPLOMA - ND , Computer Engineering Technology Federal Polytechnic Offa, Kwara State, Nigeria	2009- 2012
WEST AFRICAN SENIOR SCHOOL CERTIFICATE EXAMINATION WASSCE , Community Olua Comprehensive High School, Ondo State, Nigeria	2001 - 2007

CORE COMPETENCES

- Luxury Retail Operations
- Retail Management
- Senior Sales & Business Development
- Corporate Gifting Solutions
- Customer Relationship Management (CRM)
- Team Leadership & Staff Development
- Retail Sales Strategy & Revenue Growth
- Visual Merchandising
- Inventory & Stock Control
- Standard Operating Procedures (SOPs)
- Performance Reporting & KPI Analysis
- Microsoft Office Suite (Word, Excel)