

# IRINA KHOROSHEVA

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## PROFESSIONAL SUMMARY

Customer-focused Retail Associate with over 5 years of experience in sales, client service, and store operations. Skilled in achieving and exceeding sales targets, delivering excellent customer experiences, and supporting team growth. Strong background in cash handling, merchandising, and administrative responsibilities. Recognized for leadership, adaptability, and consistently driving results in fast-paced environments.

## KEY SKILLS

Customer service & sales excellence	Team player
Cash handling & POS systems	Computer literacy
Merchandising & inventory control	Multitasking
Team training & motivation	Attention to detail
Retail operations & store management support	Flexibility
Conflict resolution & problem-solving	Bilingual: English (Intermediate), Russian (Native)

## WORK EXPERIENCE

### **Retail Store Associate**

Decathlon

Apr 2021 – Mar 2024

- Oversaw daily operations of the outdoor and tourism department, ensuring smooth workflow and strong customer service.
- Managed merchandising with creative and customer-friendly product displays.
- Ordered equipment and stock to maintain inventory levels and product availability.
- Advised customers on sports and outdoor gear, including ski and tourism products, ensuring tailored solutions.

### **Sales Representative**

Ventra Trade – Polaris brand (temporary contract)

Oct 2020 – Feb 2021

- Delivered product presentations and personalized solutions, increasing repeat client sales.
- Achieved sales goals and maintained accurate reporting.
- Monitored competitor activity and provided market insights.

### **Retail Store Associate (Promoted to Store Manager)**

Skechers

Aug 2018 – Jun 2020

- Exceeded monthly and annual sales KPIs, consistently ranking among top performers.
- Supervised, trained, and motivated a team of sales associates, improving overall productivity and service quality.
- Ensured high standards of customer service aligned with brand values.

- Oversaw cash operations, documentation, and compliance with company policies.
- Organized store merchandising and supported marketing initiatives.
- Provided customer consultations and support, driving strong sales results.
- Maintained merchandising standards and assisted in store operations.
- Actively contributed to contests and company initiatives.

### **Sales Associate / Cashier (Promoted to Admin-Cashier)**

#### **Ayurveda Retail**

Sep 2016 – Jun 2018

- Delivered personalized consultations on a wide range of wellness and lifestyle products.
- Conducted product presentations to educate customers on features and benefits.
- Promoted complementary products, increasing average sales per customer.
- Promoted to Admin-Cashier after 3 months for strong performance; responsibilities included cash handling, booking client appointments, and monitoring service quality.
- Trained and supported new employees on product knowledge and customer service techniques.

## **EDUCATION**

Bachelor of Management – Small Business Management

Kuban State University, Russia | 2021

Diploma in Advertising and Marketing

Novorossiysk College of Construction and Economics, Russia | 2016

## **ACHIEVEMENTS**

1. Was recognized several times across the chain for high customer service quality based on mystery shopper audit reports
2. Maintaining high sales KPIs such as average check and UPT throughout the entire period of operation.
3. Career growth from a senior salesperson to a store manager in the Skechers chain.