



Santiago Joshi

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SUMMARY

Dedicated retail professional with hands-on experience in customer-facing roles, focused on creating a culture of customer obsession. Engaged customers effectively by building strong relationships from the initial greeting to post-sale follow-up, ultimately improving overall satisfaction. Adapted swiftly to new programs and processes, showing eagerness for growth and development. Committed to contributing positively to team dynamics while striving to achieve ambitious sales targets. Collaborated with teams to implement visual merchandising strategies that enhanced product visibility and engagement. Adept at managing cash register operations and ensuring adherence to company policies.

EXPERIENCE

Seasonal Sales Associate

June 2026 - Present

BrightStyle Retail

Huntington, NY

Led customer interactions within a dynamic retail environment, supporting various departments in achieving operational goals. Managed sales transactions and provided essential support for promotional events, strengthening both team initiatives and customer engagement.

- Engaged customers by building rapport from the initial greeting through post-sale follow-up, enhancing overall customer satisfaction.
- Demonstrated effective sales techniques for various product lines, significantly contributing to increased store sales metrics over the season.
- Collaborated with team members to implement visual merchandising strategies, boosting product visibility and customer engagement.
- Trained new staff in sales techniques and customer service standards, fostering a supportive work environment and collaboration.
- Managed cash register operations efficiently, ensuring accurate transactions and stringent adherence to company policies.
- Participated in inventory management, including conducting stock counts and organizing merchandise which improved store efficiency.

Sales Associate

May 2025 - May 2026

Retail Innovations LLC

Syracuse, NY

Actively contributed to customer engagement efforts in a fast-paced retail setting, focusing on service excellence to drive sales outcomes. Collaborated on marketing strategies and anchored staffing needs during peak business cycles.

- Provided top-tier customer service, resulting in an increase in repeat customers during my tenure.
- Assisted in implementing promotional events and merchandising displays, directly driving foot traffic and enhancing the customer experience.
- Developed deep product knowledge to effectively address customer needs and inquiries, tailoring assistance based on individual preferences.
- Collaborated with management to identify and implement operational improvements that enhanced store efficiency.
- Participated in sales strategy meetings to set performance goals and share best practices for increased customer interaction.
- Maintained clean and organized store environments to uphold safety and health regulations, fostering a welcoming atmosphere.

LEADERSHIP & AWARDS

- Employee of the Month, BrightStyle Retail, September 2026 - Recognized for exceptional customer service and teamwork.
- Top Performer Award, Retail Innovations LLC, March 2026 - Honored for contribution to record-high monthly sales and customer satisfaction scores.

EDUCATION

Bachelor of Arts in Business Administration

2026

State University of New York GPA: 3.5

Albany, NY

Coursework: Economics, Marketing Strategies, Retail Management, Consumer Behavior

CERTIFICATIONS

- CPR and First Aid Certification 📅 2026
- Customer Service Excellence Training 📅 2026

TECHNICAL SKILLS

- **Retail Systems:** POS, Inventorization Softwares, CRM Tools
- **Merchandising Tools:** Planograms, Visual Display Software, Stock Management Platforms
- **Sales Management Practices:** Customer Engagement Frameworks, KPI Tracking Methods, Sales Forecasting Models

- **Training & Development Programs:** Sales Technique Workshops, Customer Service Training Modules, Product Knowledge Sessions
- **Promotional Strategies:** Event Planning Guidelines, Target Market Analysis, Brand Positioning Techniques
- **Collaboration Channels:** Team Building Activities, Performance Reviews, Shared Workspace Platforms
- **Financial Management:** Cash Register Protocols, Transaction Reconciliation, Financial Reporting Standards
- **Customer Experience Platforms:** Online Feedback Tools, Customer Satisfaction Surveys, Review Aggregators
- **Safety Regulations:** Health Guidelines, Emergency Procedures, Safety Compliance Measures
- **Organizational Tools:** Task Management Software, Inventory Sheets, Staff Scheduling Systems

SKILLS

- | | | | |
|------------------------------------|------------------------|------------------------|------------------------|
| • Customer Relationship Management | • Cash Handling | • Promotion Execution | • Communication Skills |
| • Sales Techniques | • Inventory Management | • Transaction Accuracy | • Time Management |
| • Visual Merchandising | • Product Knowledge | • Safety Compliance | • Adaptability |
| • Team Collaboration | • Customer Engagement | • Problem-Solving | |

PROFESSIONAL AFFILIATIONS

- Volunteer, Local Community Food Bank, Albany, NY - Participated in food drives and awareness campaigns to benefit underserved populations.
- Member, Business Administration Club, State University of New York - Collaborated on various initiatives promoting entrepreneurship among students.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST