FARHAN ALI

BBA GRADUATE | RETAIL SALES AND CUSTOMER SERVICE

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PROFESSIONAL SUMMARY

BBA graduate with three years of part-time retail sales and weekend tutoring, who served about 50 customers on a typical weekend shift and moved a repair pickup list from paper to Excel. Seeking a sales executive or business development trainee role.

SKILLS

Sales: Customer needs discovery, product demonstrations, add-on selling, objection handling, billing and returns

Tools: POS billing, Excel (SUMIFS, PivotTables), WhatsApp Business

Languages: English, Hindi, Urdu

WORK EXPERIENCE

Part-Time Sales Associate, Digital Point Mobile Store, Lucknow — Jun 2023 - Present

- Help about 50 customers on a typical weekend shift to choose phones, cases and chargers within their budget and complete billing on the POS system.
- Count about 300 accessory units every Sunday and flag low-stock items to the owner to support replenishment decisions.
- Replaced the paper repair register with a shared Excel sheet and now message or call customers on WhatsApp Business when a device is ready; in the two weeks after the change, 8 of 10 repair customers collected their device within two days, compared with 5 of 10 in the two weeks before.
- Learned the features of the 40 phone models in stock and wrote a one-page comparison card for the three most requested models, which the counter staff keep at the till.

Weekend Tutor, Mathematics, Self-employed, Lucknow — Jan 2024 - Present

- Teach six students in Classes 8 to 10 and send each family a short monthly progress note; two students raised their term scores by 10 marks or more.

EDUCATION

B.B.A., Marketing, Riverbend College of Management, Lucknow — May 2026

74.8% aggregate. Courses: Sales Management, Consumer Behaviour, Business Communication, Retail Management

PROJECTS

Local Business Sales Plan, course project for Sales Management — Oct 2025 - Nov 2025

- Built a three-month sales plan for a neighborhood bakery with a target of 15 new corporate orders, and presented the plan and call script to the class.

LEADERSHIP AND ACTIVITIES

Coordinator, Business Club, Riverbend College of Management — 2024 - 2026

- Ran a two-day sales simulation for 90 students in 12 teams, wrote the scoring sheet and reviewed each team's pitch with a faculty judge.

CERTIFICATIONS AND TRAINING

Excel for Business, online course — 2025