

# SIPHIRA JOHN

Merchandiser | Beauty, Skincare & Haircare Brand Ambassador

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## PROFESSIONAL SUMMARY

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Energetic and results-driven Merchandiser and Field Sales professional with hands-on experience promoting and selling beauty, skincare and haircare products, alongside broader FMCG and retail environments in Nairobi. Proven ability to meet and exceed daily sales targets, maintain impeccable in-store product displays, and build strong rapport with store managers and customers. Self-motivated and experienced working independently across multiple supermarket and retail locations.

## CORE COMPETENCIES

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**Merchandising:** Visual merchandising • Product display • Shelf space optimisation • Brand visibility • In-store promotions

**Sales & Promotion:** Product demonstrations • Consultative selling • Objection handling • Upselling • Daily target achievement

**Operations:** Inventory management • Stock reconciliation • Daily sales reporting • M-Pesa & cash handling

**Interpersonal:** Store manager relations • Consumer profiling • Team collaboration • English & Swahili (fluent)

## MERCHANDISING & SALES EXPERIENCE

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**Field Sales Executive** | Byline Industries / Kamfor Products (Skincare & FMCG), Nairobi | *Mar 2025 – May 2026*

- Executed product merchandising for skincare and FMCG product lines across multiple supermarket and retail locations in Nairobi, ensuring optimal shelf placement, product visibility and brand prominence
- Consistently surpassed daily sales targets through authoritative product knowledge and high-conversion customer engagement
- Managed promotional inventory, conducted daily stock reconciliation and submitted structured sales performance reports to senior management
- Maintained strong working relationships with store managers and floor staff to secure premium display space

**Field Sales & Merchandising Executive** | L'Affair Perfumes & Beauty (Skincare, Haircare & Fragrance), Nairobi | *Feb 2025 – Mar 2025*

- Executed high-impact in-store beauty, skincare, haircare and fragrance promotions, achieving 30+ confirmed sales per day through consultative selling and precision consumer profiling
- Maintained visual merchandising standards to maximise brand prominence, consumer dwell time and impulse conversion rates
- Managed product replenishment, tracked daily stock levels and ensured displays remained fully stocked and visually appealing at all times

**Retail Sales Manager** | Maggie's Crochet, Mombasa | *Jun 2024 – Dec 2024*

- Managed end-to-end retail operations including product display, inventory governance and stock management
- Processed M-Pesa and cash transactions with full daily sales reconciliation accuracy
- Built and maintained a loyal customer base through relationship-centred engagement and post-sale follow-up

## ADDITIONAL EXPERIENCE

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**Administrative Intern** | Kitui & Nyamira County Referral Hospitals | *Jun 2024 – Dec 2024*

- Served 200+ daily visitors across dual postings, demonstrating composure, clear communication and professional service delivery under pressure

## EDUCATION & CERTIFICATIONS

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**Certificate in Orthopaedic & Trauma Medicine** | Kenya Medical Training College (KMTc) | 2023 – 2025

Customer Service Excellence Training • Nonprofit Leadership Essentials, NonprofitReady.org (2024)

*References available upon request*