

ANALÍA FERNANDEZ

Sales Representative



BILINGUAL

Native Spanish speaker with excellent command of English, both written and spoken.



EMPATHETIC

Always maintain a respectful, positive, and conciliatory attitude. Skilled at building relationships with employees across all levels of an organization.



DYNAMIC

Highly efficient in demanding environments, with the ability to multitask and adapt readily and creatively to changing circumstances.



RESILIENT

Highly resourceful, with an initiative-taking and optimistic approach to adverse situations and an analytical mindset that allows me to solve problems on the spot and ensure customer satisfaction.



IT SAVVY

Proficient in Microsoft Office and Google Workspace, and experienced with management software, Jira, and Sap.

PROFILE

Dynamic and highly motivated sales and customer service professional with over two decades of experience working in the Retail Industry, where I have been promoted to positions of increased responsibility as a result of great initiative, and strong people and management skills.

PROFESSIONAL EXPERIENCE

DutyFree, Norwegian Cruise Line (NCL) | DEC 2022 – JUL 2023

SENIOR SALES REPRESENTATIVE

Worked at a duty-free shop onboard the NCL Bliss, a 7-day cruise of +4500 passengers, responsible for:

- Delivering outstanding customer service to predominantly English-speaking passengers
- Consistently meeting sales goals, with a personal success rate of 80-100%
- Working as part of a team of 20 crew members and contributing to new staff training
- Inventory control for 500+ SKUs, including price updates and expiration date verification
- Shelf stocking & displays
- Managing payments, invoices, and cash reconciliation (average of 250K USD per cruise)

Maycar Wholesale Supermarket Chain | MAY 2014 – MAR 2022

SALES REPRESENTATIVE (2014-2018)

Started as a sales associate in the toiletries department for a branch with a monthly average turnover of +10M USD (2014), responsible for:

- Meeting sales goals
- Shelf stocking & displays
- Inventory control
- Providing assistance to a daily average of 150+ clients

This position led to 5 subsequent promotions over the years, concluding with:

REGIONAL MANAGER (2018-2022)

In charge of the CABA and South GBA Regions, overseeing a team of +50 people. Responsible for:

- Invoice & sales budget management
- KPI monitoring
- Employee schedule management
- Staff training and performance evaluation
- SAP and management software operation
- Conflict resolution, both with customers and employees

Global Vinos Boutique Winery | DEC 2009 – DEC 2015

OWNER & MANAGER

Opened and managed my own retail store of wines, spirits, and delicatessen, with a monthly average turnover of 100K USD. This was a comprehensive role that involved:

- Customer service
- Opening and closing procedures
- Daily cash balances
- Base and sale price control
- Supplier relations management & payment
- Inventory control
- Shelf stocking & displays
- Website & social media management

Fratelli Branca Distillery | AUG 2006 – DEC 2009

SALES REPRESENTATIVE

Functioned as a brand representative in retail supermarkets, responsible for:

- Delivering high-quality customer service and expert advice on imported beverages
- Inventory control
- Mounting of displays, signs, and product samples