Siphiwe Ndinisa

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Address: 379 Secretary bird Street, Tembisa, 1632 (Willing to relocate)

Driver's licence: Code C1

PROFESSIONAL SUMMARY

Motivated and results-driven FMCG merchandiser with 6 months of experience at Clover, gaining hands-on exposure to in-store execution, product merchandising, stock availability, promotional displays, and maintaining strong brand visibility in retail environments. Currently pursuing a Higher Certificate in Marketing at UNISA, with a keen interest in developing expertise in sales, customer relationship management, market development, and brand activation. Eager to build a career as a Sales Representative or Field Marketer by combining practical retail experience, marketing knowledge, strong communication skills, and a willingness to learn to drive sales growth, expand product distribution, and improve market share.

CORE SALES COMPETENCIES

- In-Store Execution and Product Merchandising
- Sales Support and Volume Growth
- Customer Relationship Management
- Product Availability and Stock Level Optimisation
- Promotional Execution and New Product Launches
- Store-Level Communication and Influencing
- Market Intelligence and Competitor Activity Reporting

PROFESSIONAL EXPERIENCE

CLOVER SA — Johannesburg, South Africa

Merchandiser | April 2026 – Present

Key Responsibilities & Contributions

- Executed in-store merchandising standards by maintaining product layouts, shelf availability, stock rotation, and promotional displays across assigned retail stores.

- Built positive working relationships with store personnel to support product ordering, stock replenishment, and effective in-store execution.

- Monitored stock levels and product availability to help maintain on-shelf presence and meet consumer demand.

- Supported new product launches and promotional campaigns by ensuring product visibility, correct placement, and compliance with merchandising standards.

- Monitored competitor pricing, promotional activities, and product visibility, reporting relevant market insights to support sales execution.

- Maintained merchandising standards and supported retail execution KPIs relating to product availability, visibility, pricing, and promotional compliance.

EDUCATION

Higher Certificate in Marketing (In progress)- **University of South Africa (UNISA)**

- Expected completion: 2027

National Senior Certificate (Matric)- **Boitumelong Secondary School**

- Completed 2025

KEY ACHIEVEMENTS

- Contributed to a 15% year-on-year store sales growth through effective merchandising, product availability, and in-store execution as part of the store merchandising team.

- Part of the merchandising team that achieved the store's incentive target for the first time in two years, supporting improved sales execution and store performance.

- Maintained product returns at 1% against a 3% target by consistently applying FIFO (First In, First Out) stock rotation principles, supporting product freshness and minimising expiry-related losses.

REFERENCES

Available on request