BUSISIWE HAPPYNESS DLAMINI

Sales Associate | Retail & Client Experience Consultant | Workshop Assistant | Administrative & Data Capture Clerk | Call Centre Sales Agent

+27 73 450 1621 | +27 60 228 8412

busisiwehappynessdlamini@gmail.com

Chloorkop, Kempton Park, Gauteng

TO WHOM IT MAY CONCERN,

I am writing to express my strong interest in the advertised vacancy at your Company. I bring a diverse background spanning retail sales, call centre operations, administrative support, and training facilitation, which has equipped me with a unique blend of people skills, operational discipline, and results-driven performance.

In my most recent role as a Retail Sales Associate at PUMA, I consistently delivered excellent customer service, supported sales growth through upselling and cross-selling, and ensured efficient POS transactions and stock management. Prior to this, I worked as a Call Centre Sales Agent in the telecommunications sector, where I handled high-volume inbound and outbound calls, conducted needs-based selling, and consistently met or exceeded sales targets.

My administrative experience as an Assistant Teacher strengthened my attention to detail, data accuracy, and confidentiality when managing learner records and institutional documentation. Additionally, my volunteer work in life skills and business training has enhanced my communication, facilitation, and interpersonal abilities, allowing me to confidently engage with diverse individuals and support personal development initiatives.

Enclosed is my resume for your review, which provides further details about my qualifications and experiences. I would welcome the opportunity to discuss how my background aligns with your needs during an interview. Please feel free to contact me at +27 73 450 1621 | +27 60 228 8412 or via email at busisiwehappynessdlamini@gmail.com.

Thank you for considering my application. I look forward to the possibility of joining your team and contributing to your ongoing success.

SINCERELY,

BUSISIWE HAPPYNESS DLAMINI

BUSISIWE HAPPYNESS DLAMINI

Sales Associate | Retail & Client Experience Consultant | Workshop Assistant | Administrative & Data Capture Clerk | Call Centre Sales Agent

+27 73 450 1621 | +27 60 228 8412
busisiwehappynessdlamini@gmail.com
Chloorkop, Kempton Park, Gauteng

PROFESSIONAL SUMMARY

Results-driven and versatile professional with experience in retail sales, call centre operations, administration, and training facilitation. Proven track record of delivering exceptional customer service, exceeding sales targets, and maintaining high levels of data accuracy in fast-paced environments. Skilled in client engagement, solution-based selling, CRM systems, and workshop facilitation, with strong communication and interpersonal abilities. Holds qualifications in Human Resources, Travel & Tourism, and Data Capturing, supporting strong organisational and administrative performance. Known for professionalism, adaptability, and attention to detail, with a passion for continuous learning and contributing to operational excellence, customer satisfaction, and overall business success.

EDUCATION

Central Johannesburg TVET College
N6 Travel & Tourism

Ekurhuleni City College
Higher Certificate in Human Resources

Quest Computer Skills
Certificate in Data Capturing

Rhodesfield High School
National Senior Certificate

TECHNICAL SKILLS

- CRM Systems & Data Capture Accuracy
- Microsoft Office (Word, Excel, Outlook)
- POS (Point of Sale) Systems Operation
- Sales Funnel Management (Inbound & Outbound Calls)
- Document Verification & Administrative Processing

KEY SKILLS & COMPETENCIES

- Customer Relationship Management (CRM)
- Sales & Target Achievement (Upselling & Cross-selling)
- Communication & Telephone Etiquette
- Data Accuracy & Attention to Detail
- Emotional Intelligence & Active Listening
- Time Management & Multi-tasking
- Team Collaboration & Workplace Adaptability
- Workshop Facilitation & Public Speaking
- Problem-Solving & Conflict Resolution
- Confidentiality & Ethical Work Practices

PROFESSIONAL EXPERIENCE

PUMA
Retail Sales Associate | Nov 2025 – Feb 2026
Duties and Responsibilities

- Driving peak-season sales performance by proactively engaging 50+ customers daily, delivering personalised product recommendations, and consistently exceeding individual and store revenue targets by up to 15–25%.
- Elevating customer experience by maintaining 95%+ service satisfaction standards, resolving queries efficiently, and building strong customer relationships to increase repeat business and brand loyalty.
- Executing accurate POS transactions and cash handling with zero discrepancies, ensuring fast checkout times and contributing to improved operational efficiency during high-volume periods.
- Managing stock control and inventory replenishment, conducting regular stock counts, and reducing stock variances by 10–20% through strong attention to detail and organisational discipline.
- Implementing high-impact visual merchandising strategies, maintaining brand standards, and optimising product placement to increase foot traffic conversion rates and in-store sales performance.
- Collaborating with cross-functional team members to achieve daily sales KPIs, supporting store operations, and contributing to a high-performance culture focused on targets, efficiency, and customer excellence.

BUSISIWE HAPPYNESS DLAMINI

Sales Associate | Retail & Client Experience Consultant | Workshop Assistant | Administrative & Data Capture Clerk | Call Centre Sales Agent

+27 73 450 1621 | +27 60 228 8412
busisiwehappynessdlamini@gmail.com
Chloorkop, Kempton Park, Gauteng

VOLUNTEER EXPERIENCE

Church of Scientology Ministers

Life Skills & Business Training Facilitator
Duties and Responsibilities

- Facilitated workshops on personal development, entrepreneurship, and life skills.
- Delivered training on communication, stress management, and goal setting.
- Supported youth empowerment through financial literacy and self-reliance education.
- Encouraged confidence-building and career readiness among participants.

Lift Jesus Higher Ministries

Sunday School Teacher
Duties and Responsibilities

- Taught foundational moral and spiritual lessons to children.
- Assisted in lesson preparation and classroom engagement activities.
- Promoted discipline, values, and personal development among learners.

PROFESSIONAL EXPERIENCE

TCB

Workshop Assistant (Contract Role) | Aug 2025 – Oct 2025
Duties and Responsibilities

- Facilitating high-impact life-skills and business development workshops for 30+ participants per session, enhancing engagement and knowledge retention by up to 40% through structured delivery support.
- Supporting end-to-end training execution on communication, entrepreneurship, and personal development, ensuring 100% adherence to program objectives, timelines, and quality standards.
- Coordinating participant engagement and session logistics, improving attendance consistency and active participation rates by over 25% through effective communication and stakeholder interaction.
- Preparing professional training materials, presentations, and registers, while streamlining administrative processes to increase efficiency and reduce preparation time by 20%.
- Tracking and maintaining accurate attendance records and performance data, enabling data-driven reporting and improving programme accountability and compliance standards.
- Driving youth empowerment and community development initiatives, positively impacting 100+ beneficiaries by fostering employability skills, confidence, and entrepreneurial thinking.

PUMA

Workshop Assistant (Contract Role) | Oct 2024 – Mar 2025
Duties and Responsibilities

- Delivering premium, customer-centric service experiences, consistently achieving 95%+ customer satisfaction and driving repeat business through strong relationship-building and brand advocacy.
- Advising customers on product selection, sizing, and styling, increasing conversion rates and contributing to 20%+ uplift in average basket value through personalised recommendations.
- Driving revenue growth by executing strategic upselling and cross-selling techniques, consistently meeting and exceeding daily and monthly sales targets by 10–15%.
- Processing high-volume POS transactions with 100% accuracy, ensuring efficient cash handling, reduced discrepancies, and seamless checkout experiences during peak trading periods.
- Maintaining exceptional store presentation by executing visual merchandising standards, stock replenishment, and inventory control, improving product visibility and enhancing in-store engagement.
- Collaborating with cross-functional team members to streamline store operations, resolve customer queries proactively, and sustain a high-performance, customer-focused environment.

BUSISIWE HAPPYNESS DLAMINI

Sales Associate | Retail & Client Experience Consultant | Workshop Assistant | Administrative & Data Capture Clerk | Call Centre Sales Agent

+27 73 450 1621 | +27 60 228 8412
busisiwehappynessdlamini@gmail.com
Chloorkop, Kempton Park, Gauteng

PROFESSIONAL EXPERIENCE

iTalk

Call Centre Sales Agent (Telecommunications) | July 2022 – Jan 2023
Duties and Responsibilities

- Managing 80–120+ high-volume inbound and outbound calls daily, efficiently handling sales inquiries and service requests while maintaining 95%+ SLA adherence in a fast-paced, target-driven environment.
- Driving revenue growth by selling mobile contracts, data bundles, and upgrades, consistently achieving 110–130% of monthly sales targets through strategic, solution-based selling techniques.
- Conducting in-depth customer needs analysis, identifying upselling and cross-selling opportunities, and recommending tailored telecom solutions to improve customer retention and lifetime value.
- Maintaining accurate, real-time CRM updates and digital records, ensuring 100% data integrity and compliance while enhancing reporting accuracy and operational efficiency.
- Resolving customer queries, billing issues, and complaints with professionalism, achieving 90%+ first-call resolution rates and significantly improving overall customer satisfaction (CSAT) scores.
- Collaborating with internal teams and stakeholders to escalate and resolve complex issues, streamlining processes and contributing to continuous service improvement and operational excellence.

Zulumites Merly Bailey

Assistant Teacher | Feb 2017 – Dec 2021
Duties and Responsibilities

- Managing and maintaining high-volume learner and staff data (100+ records weekly), ensuring 100% accuracy and compliance with school policies and data protection standards.
- Coordinating and facilitating student registration and enrolment processes, streamlining workflows to reduce processing time by 25% and enhance overall stakeholder experience.
- Verifying and auditing academic and personal documentation, proactively identifying discrepancies and improving data integrity, resulting in zero compliance errors during audits.
- Supporting administrative operations by preparing reports, organising filing systems, and handling documentation, increasing retrieval efficiency by 30% and strengthening record accessibility.
- Safeguarding confidential information by enforcing strict data protection practices, ensuring full compliance with privacy regulations and maintaining institutional trust.
- Optimising administrative workflows through structured data tracking systems and process improvements, driving 20% efficiency gains and enhancing service delivery to students, staff, and stakeholders.

REFERENCE

Available upon request