**Name:** Gordan Alphonso

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Summary

A highly motivated and versatile professional with over 14 years of experience across administration, retail management, sales, content creation, and customer service. Currently working as a Team Leader for the Bedrooms Department at IKEA Kuwait, the highest revenue-generating section of the store, where I manage the largest team and have also performed as Acting Shopkeeper. I have led multiple store-wide implementations, coached team members to take on broader responsibilities, and consistently delivered results through structured planning, performance tracking, and effective resource management. My diverse background, analytical approach, technical skills, and creative mindset make me a dynamic problem-solver and team leader with a strong passion for growth and excellence.

IKEA – Al Homaizi Pvt. Ltd. 

2020 Nov – Present

Multifunctional Sales Co-worker – Sales 2020 - 2024

Team Leader – Bedrooms Department 2024 - Present

* Leading the Bedrooms Department, the top-performing department in sales, and managing the largest team across 18 departments with a share of over 27% sales revenue.
* Acted as Acting Shopkeeper, responsible for day-to-day operations, sales performance, and team coordination during management transition for the bedroom department.
* Coordinated major implementation projects involving collaboration between logistics, visual merchandising, and sales teams, ensuring timely and effective execution.
* Created department strategies, tracked KPIs, and set performance goals to ensure achievement of annual sales targets.
* Provided training and mentorship, encouraging team development beyond regular tasks and enhancing cross-functional capabilities.
* Designed and managed visual merchandising, including signage (A4/A5) and implementation of in-store media campaigns.
* Supported the graphics team in designing print and digital media for store-wide promotions and campaigns.
* Analysing and interpreting sales data to help improve performance and create reports and presentations and dashboard to monitor live performance during campaigns.
* Took part in the concept review for the store, implementing and maintaining the concept of the store in my area of responsibility and helping the store achieve a high score in adhering to the IKEA concept with a 45 out of 46 points review rating.

SSH Design 

2016 Mar – 2020 Jun

Project Administrator - Administration

* Performing and implementing administrative duties and responsibilities for multiple departments.
* Managed and maintained projects documentation and administration as a consultant on site as well as off site.
* Created reports and dashboards to manage, maintain and track the progress of tasks and analyze data.

Amazon India Pvt. Ltd.  ****

2012 Mar – 2014 Aug

Senior Catalog Associate – Retail Business

* Content management for various departments for the online website.
* Assisted with workload management ensuring daily and weekly distribution and completion of tasks and responsibilities in an efficient manner.
* Tracking efficiency and productivity within the team ensuring target KPIs are met.

Tutor Vista Pvt. Ltd ****

2009 Jul – 2012 Jan

Training Manager - Sales

* Managed and maintained all documents, reports and tasks related to sales.
* Analyzing and improving the sales process and increasing efficiency.
* Developing content and training modules and materials required by the department.

Strengths

* Proficient analytical skills with an aptitude to understand and analyze data.
* Strong technical skills and proven ability to use a variety of software’s and office management applications.
* Excellent reporting and presentational capabilities with the ability to analyse data, create detailed and insightful reports.

Skillset

* Microsoft Office Application
* Adobe Photoshop, InDesign, Illustrator
* Content Management
* HTML,CSS
* Reporting and Presentation
* Retail Management
* Search Engine Optimization
* UX / UI design
* Graphic Design
* Administration
* Inventory Management
* Google Ads

Educational Background

Bachelor of Business Administration – 2011

Certification

* Googles Ads Certification
* Google Analytics Individual Qualifications
* Google UX/UI Design
* Sharepoint 2013
* Supply Chain Planning
* Supply Chain Operations
* Supply Chain Logistics
* HTML 5.0 – W3cx

Personal Detail

First Name: Gordan

Last Name: Alphonso

Date of Birth: 09/06/1986

Nationality: Indian

Age: 39

Marital Status: Married

Driving License: Yes

Pace of Birth: Kuwait

Residency: Visa 18 Transferrable (Kuwait)