

Name: Gordan Alphonso

Retail Operations Leader | Data & Reporting Analyst

| E-Commerce & Project Coordinator

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Professional Summary

Dynamic retail and operations leader with 14+ years of experience spanning retail store management, data analysis, e-commerce content operations, and project administration. Proven success at IKEA Kuwait, leading the store's highest revenue-generating area, managing a team of 14, and acting as Department Manager/Shopkeeper. Skilled at improving KPIs, enhancing merchandising impact, strengthening stock availability, and delivering structured reporting and dashboards. Strong technical foundation in Excel, reporting, content management, SharePoint, and cross-functional coordination. Adept at translating data into insights, improving processes, and driving commercial performance.

Core Competencies

Retail Operations & Leadership: Store Performance • KPI Management • Merchandising • Customer Experience • Campaign Execution • Problem Solving • People Management

Data & Analytics: Excel (Advanced) • Dashboarding • Power BI (Basic) • Reporting • Sales Analysis • Forecasting

E-Commerce & Content: Catalogue Management • Product Listing • Content Optimization • SEO Basics • Adwords • UX/UI Designs

Project & Admin Coordination: Documentation • SharePoint • Task Tracking • Cross-functional Coordination

Technical Skills: MS Office • SharePoint • Adobe Photoshop/Illustrator • Magento • Inventory Systems

IKEA – Al Homaizi Pvt. Ltd.

2020 Nov – Present



Multifunctional Sales Co-worker – Sales

2020 - 2024

Team Leader – Sales

2024 - Present

- Led the store's highest revenue-generating department with 26% sales contribution, managing a team of 14 coworkers.
- Sustained +5% average sales growth across two key commercial areas.
- Analysed departmental KPIs (conversion, average ticket, sales index) and implemented actions to maintain a positive index YTD.

- Created a performance dashboard to track coworker-level sales, increasing engagement, recognition, and motivation.
- Collaborated with Visual Merchandising to improve range presentation, boosting both stock exposure and average ticket size.
- Led campaign execution, stock availability planning, replenishment follow-up, and cross-functional coordination with logistics & VM.

SSH Design

2016 Mar – 2020 Jun

SSH

Project Administrator - Administration

- Managed project documentation, controlled workflows, and maintained SharePoint access for multi-million-dollar projects.
- Tracked submittals, drawings, material approvals, and contractor communication logs.
- Supported engineering teams through accurate reporting, document review, and administrative coordination

.Amazon India Pvt. Ltd.



2012 Mar – 2014 Aug

Senior Catalog Associate – Retail Business

- Managed e-commerce content for multiple categories (Electronics, Accessories, Fashion, Luggage, Accessories).
- Improved listing accuracy, metadata, and content quality for Amazon.in during launch phase.
- Delivered performance tracking, dashboards, and team training for content QA.

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.

Educational Background

Bachelor of Business Administration – 2011

Garden City College of Science and Management



Certification

Google Analytics · Google Ads Search · Google UX Design · SharePoint 2013 · Supply Chain (Rutgers) · HTML5 (W3Cx)

Personal Detail

First Name: Gordan

Age: 39

Last Name: Alphonso

Marital Status: Married

Date of Birth: 09/06/1986

Driving License: Yes

Nationality: Indian

Place of Birth: Kuwait

Residency: Visa 18 Transferrable (Kuwait)