SARIKA GOLCHHA

Senior Sales Manager, UAE Real Estate | British Citizen | Abu Dhabi Broker Licence | Golden Visa

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SUMMARY

Senior sales manager in Abu Dhabi real estate, with AED 40m+ closed across residential, luxury and off-plan property. Twenty years of sales experience behind it, including 15 years running an independent bespoke jewellery practice in London serving private clients across the UK, Europe and Asia. Sells the way high-value purchases are actually bought: through advice, trust and relationships that outlast the transaction. British citizen and Golden Visa holder with an Abu Dhabi broker licence, advising both resident buyers and overseas investors across the Abu Dhabi and Dubai markets.

EXPERIENCE

Senior Sales Manager
Sobha Properties
05/2026 - Present 📍 Abu Dhabi, UAE

- Lead residential, luxury and off-plan sales for Sobha's Abu Dhabi portfolio, advising end users and overseas investors across the developer's communities
- Convert a 15-year London private-client network into a warm UK referral channel for UAE investment property
- Own the transaction end to end, from first enquiry through reservation, SPA and handover
- Build and maintain client and broker networks, with personalised advisory across both lifestyle and investment goals
- Use ChatGPT and Claude day to day to produce marketing and sales content, verify and qualify inbound leads, and speed up client and market research

International Senior Sales Manager
Nationwide Middle East Properties
01/2026 - 05/2026 📍 Abu Dhabi, UAE

- Enhanced client acquisition and retention with personalised property solutions across the Abu Dhabi and Dubai markets
- Managed end-to-end transactions, exceeding revenue targets
- Advised international buyers, drawing on dual UK and UAE market fluency

Sales Manager
Metropolitan Premium Properties
11/2025 - 12/2025 📍 Abu Dhabi, UAE

- Led sales across residential, luxury, off-plan and investment property in the UAE
- Implemented direct sales strategies to achieve and exceed revenue targets
- Leveraged in-depth Abu Dhabi and Dubai market knowledge to guide clients toward high-value opportunities

Founder & Principal Designer
Independent Jewellery Design & Luxury Sales
12/2008 - 03/2024 📍 London, England

- Built and ran an independent bespoke jewellery practice from London for 15 years, selling diamond, coloured stone and pearl pieces to private clients across the UK, Europe and Asia
- Sold high-value commissions on trust alone, with no showroom and no catalogue: every piece agreed in consultation, every sale earned through relationship rather than footfall
- Cultivated a repeat UK client base across weddings, anniversaries and family milestones, sustained by referral over more than a decade
- Owned the full cycle: client brief, 3D hand-drawn design, sourcing through Antwerp and India, production oversight and delivery
- Managed a multi-country supply chain and supplier relationships across Antwerp and India

Senior Jewellery Designer & Sales Lead
M/s. Khetsidass Sada Sukh Dugar
01/2003 - 12/2008 📍 Jaipur, Rajasthan, India

- Led a team of 12 staff and 40 craftsmen
- Managed the sales process end to end, including purchase management

EDUCATION

AI Career Accelerator Program (1 Year)
Be10x
2026 - Present

- Prompt engineering, content generation and workflow automation with ChatGPT and Claude

Bachelor's Degree, Business Administration and Management
University of Rajasthan
01/2002 - 12/2002 📍 Jaipur, India

CAD CAM - Matrix, Jewellery
Jewellery Design
2011

KEY ACHIEVEMENTS

AED 40m+ Closed, Sourced From Own Network
AED 40m+ closed across the UAE real estate career to date, originated through personal relationships rather than portal leads or company-supplied enquiries, drawing on a London private-client base built over 15 years.

Credible on Both Sides
British citizen, UAE Golden Visa holder and Abu Dhabi licensed broker: able to advise UK buyers on the market they are leaving and the one they are entering.

Built a Luxury Practice From Nothing
Grew an independent bespoke jewellery business over 15 years with no storefront, sustained entirely by referral and repeat commissions.

Led Teams at Scale
Ran a team of 12 staff and 40 craftsmen in Jaipur, owning the sales process from client brief through purchase management.

AI-Enabled Sales Desk
Uses ChatGPT and Claude daily for marketing content, lead verification and market research, compressing work that traditionally takes a support team.

CERTIFICATIONS

Abu Dhabi Real Estate Broker Licence

Off Plan Property Sales

Certified ScrumMaster (CSM)

LANGUAGES

English — Native ●●●●●

Hindi — Native ●●●●●

Marwadi — Native ●●●●●

Bengali — Native ●●●●●

Punjabi — Conversational ●●●○○

Gujarati — Conversational ●●●○○

SKILLS

LUXURY & HNW SALES | OFF PLAN | SECONDARY | INVESTOR ADVISORY | UK BUYER NETWORK | PROPERTY MANAGEMENT | CHATGPT | CLAUDE | AI SALES & MARKETING CONTENT | LEAD VERIFICATION