***Curriculum vitae***

**First Name of Application CV No1650798**

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*OBJECTIVE*

A highly driven individual with extensive management experience acquired principally in Retail business. Following completion of my degree in Mass communication, as well as managing, motivating, training and developing, a successful and productive team and I thrive in highly pressurized and challenging working environments. I have strong people management skills, I’m fluent in Arabic and English. I undertake a wide range of activities;

I Achieved 4 consecutive Annual financial yearly budgets in Forever 21, achieved Annual Financial Budget on my first year in Beauty bay / Lifestyle. and Awarded for Highest Achieving Budget on my first year in Beauty bay.

*EDUCATION*

**Bachelor of Arts in Mass Communication (Radio & TV)**

Zagazig University – Egypt 2003

*WORK EXPERIENCE*

*Area Sales Manager at Grand Industries January 2015- January 2016*

Grand Industries (CEMENT/CONCRETE/ INDUSTRY)

Egypt, Ismailia

***Duties and Responsibilities***

* take responsibility of company sales within the Middle East region.
* Direct sales management for existing territory
* Sales management through agents or distributors
* Manage existing customers through agents or by direct contacts
* Grow product line sales and pros and achieve competitive advantage in Europe and worldwide.
* Meeting Sales Goals, Negotiation, selling to Customer Needs.
* Motivation for Sales, Sales Planning, Building Relationships, Coaching, Managing Processes, Market Knowledge, Developing Budgets, Staffing
* Visit the job site as needed to insure proper application and that company equipment is being maintained properly

*Store Manager at Lifestyle / Beauty Bay April 2012- Dec 2014*

Lifestyle / Beauty Bay (Landmark Group)

Dubai, U.A.E (Mirdiff City Center) CenterPoint

Beauty bay offers one stop shopping for value and luxury fragrances, cosmetics, skincare, hair care, bath and body care and beauty accessories. Exclusively carries several leading fragrance and beauty brands like Anne Moller, Diego Dalla Palma, REN, Rouge Bunny Rouge, NYX and VMV with an extensive portfolio of leading market favorite’s fragrance such as Armani, Boss, CK, Dior, D&G, Givenchy, Gucci, YSL, Lancôme, Montblanc, Lacoste, Givenchy, Davidoff, Hermès, Carolina Herrera, Versace, Bvlgari. ETC. Cosmetics such as Maxfactor, Maybelline, L’Oréal. Bourjois , Rimmel , Revlon , Isadora ,UNE , Prestige, ETC. It also offers complimentary makeovers and skin consultations in exclusively-designed beauty and treatment rooms.

***Duties and Responsibilities***

* Responsible for overseeing the operation of the store and ensuring maximum sales and profitability through merchandise, inventory and human resource management, and managing operating costs and shrinkage
* Maintaining High Customer Satisfaction Levels
* Identifying and developing new streams for long-term revenue growth and maintaining relationships with customers to achieve repeat/ referral business.
* Evaluating marketing budgets, including manpower planning, initiatives & ensuring adherence to planned expenses.
* Handling a team size of 85 staff and beauty advisors.
* Maintains store staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results.
* Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements.
* Maintains store staff by recruiting, selecting, orienting, and training employees.
* Maximize department sales and productivity metrics in line with shop targets •Monitor key data reports on space management, sales and stock movement against last year, last week and budget on a daily and weekly basis and communicate to staff
* Responsible for purchasing supplies and product for sales.
* Orients, train, schedules, monitor, evaluate and provide direction to the staff and volunteer
* Conducting regular team meetings to communicate relevant business focuses and to aid development.
* Focus on brand development through the demonstration of positive action behaviors.
* Carrying out visual merchandising, BTL activities as well as managing corporate tie ups and MIS analysis of stock both in house and concessionaires

***Store Manager at FOREVER 21 September 2004 – Feb 2012***

**FOREVER 21 (Sharaf group) Store Manager.**

**Dubai U. A. E. (Ibn Batuta & Dubai Festival City Mall)**

*Duties and responsibilities*

* Cultivate a culture of excellent customer service; deal with the customer complaints effectively and promptly.
* Manage and control all the aspects of store operations.
* Ensure that company standards of housekeeping, grooming, presentation and professional conduct are maintained.
* Communicate effectively with the team, passing on all relevant information at the right time.
* Maximize sales promotion and brand activities through effective planning and preparation.
* Constantly seek new opportunities to drive and create additional sales.
* Develop an annual strategy for the store to meet sales targets, develop the team and increase business with the brand/operation Manager.
* Ensure the store is merchandised visually to company standards.
* Ensure accurate and timely reconciliation of cash, floats and petty cash.
* Manage the POS system, including troubleshooting and error logging.
* Ensure stock levels in store are maintained through monitoring stock and liaising with store planner for optimal replenishment.
* Manage stock takes in store in liaison with Brand/Operation Manager.
* Ensure all company and legal policies and procedures are implemented and monitored in store.
* Analyze available data use the reports to improve store performance, and provide recommendations and suggestions to the Brand Manager.
* Monitoring staff &handling the staff weekly schedule.
* Updating weekly sales reports (target achievement, feet-in report).
* Daily merchandising for the new stock delivery according to the floor set**.**

Store In -Charge at Mexx Sep 2000-Aug 2004

Mexx (Fahd group)

Egypt – Ismailia

*Duties and responsibilities*

* Assisting customer’s problems and solving them.
* Assisting in day today sales.
* Contributes to team effort by accomplishing related results as needed.
* Daily merchandising for the new stock delivery.
* Ensures availability of merchandise and services by approving contracts; maintaining inventories.
* Formulates pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends.
* Maintain the excellent service for customers’ satisfaction
* Monitoring staff &handling the staff weekly schedule.
* Sales marketing and purchasing skills.
* Updating weekly sales reports (target achievement, feet-in report

*SKILS*

**MS Word, MS Excel, MS Access, POS, WEB R.T.S, SIM Oracle System**

*OTHER RELEVENT DETAILS*

**Date of birth : 25 march 1982**

**Gender : Male**

**Marital status : Single**

**Nationality : Egyptian**