**Marie Anne**

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**JOB OBJECTIVE**

Self-motivated, with 10+ years’ progressive UAE experience working in sales, managerial and operations seeks a desirable position in a reputable company to grow client base by utilizing exceptional knowledge of strategic initiatives, customer relations and leadership techniques.

**KEY SKILLS AND EXPERTISE**

Meeting Sales Goals, Negotiation, Sales Planning, Building Relationships, Coaching, Managing Processes, Market Knowledge, Developing Budgets, Merchandising, Staffing and Middle East New Store Openings

**WORK EXPERIENCES –** Middle East

**Laura Ashley (Franchisee Home & Fashion)** Dubai

**MANAGER** August 2009 - September 2016

**JOB DESCRIPTION:**

* Determines annual unit and gross-profit plans by implementing marketing strategies; analyzing trends and results.
* Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
* System used daily Navision
* Responsible for stock selection/buying for the new season and late launches.
* Weekly OTB’s
* Implements sales programs by developing field sales action plans.
* Plans and implements shop merchandising, layout and customer traffic flow to maximize sales, shop appearance and customer satisfaction.
* Ensures high standards, sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
* Establishes and adjusts selling prices by monitoring costs, competition, and supply and demand.
* Completes sales operational requirements by scheduling and assigning employees; following up on work results.
* Maintains sales staff by recruiting, selecting, orienting with company regulations and procedures, training employees, planning, monitoring, and appraising job results.
* Delivers high level motivation and development to multi-cultural team ensuring individuals comply with.
* Coordinates with newly opened Laura Ashley shops to ensure optimized stock and merchandising levels.
* Manage new store concepts and new store openings within the Gulf region.
* Visual merchandising of Home & Fashion.
* Organize/implement all external displays within the respective mall for Brand awareness and/or mall promotions.
* Maintains and develop a computerized customer and prospect database.
* Manage and maintain all customer orders.
* Collecting customer feedback issues and queries in accurate and timely manner and ensure customer satisfaction by delivering timely and quality services.
* Liaise with logistics to provide excellent customer order deliveries.
* Reviews and follows up on Sales and Interior Design inquiries
* Liaise with 3rd parties to ensure 100% quality service

**Magrudy’s LLC** Dubai

**RETAIL MANAGER** October 2008 - May 2009

**JOB DESCRIPTION:**

* Completes store operational requirements by scheduling and assigning employees; following up on work results.
* Maintains store staff by recruiting, selecting, orienting, and training employees.
* Monitors 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.
* 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.
* Markets merchandise by studying advertising, sales promotion, and display plans; analyzing operating and financial statements for profitability ratios.
* Secures merchandise by implementing security systems and measures.
* Protects employees and customers by providing a safe and clean store environment.
* Maintains operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.
* Contributes to team effort by accomplishing related results as needed.

**Dubai Holding Group** (Women’s Secret)

**OPERATIONS MANAGER** April 2007 - October 2008

**JOB DESCRIPTION:**

* Schedule and organize all stores’ inventories, sales, promotions and meetings.
* Required from time to time visit to stores outside UAE.
* Liaise with mall management for updates, issues and activities for both mall and stores.
* Maintain brand sales plans and performances as per the company expectations.
* Weekly visits to 8 UAE stores focusing on the following;
* Monitor store operations, staff development, marketing and visual merchandising.
* Ensure all stores are providing excellent customer service experience to all customers.
* Encourage stores to maximize store contribution through exploiting every opportunity to drive sales, reduce stock loss, maximize merchandising opportunities and maintain cost controls.
* Motivates shop managers to be excellent in leadership, decision making, planning, organizing and relationship building skills.

**MAX RETAIL LLC** Dubai

**STORE MANAGER** July 2004 – March 2007

**JOB DESCRIPTION:**

* In-charge and manages the store with minimum of 30 staffs.
* Provides customer service by assisting customers, and responding to their inquiries & complaints.
* Monitor sales activities to ensure customers receive satisfactory service & quality goods.
* In-charge of Visual Merchandising for all departments.
* Monitors inventory stock & replenishment regularly.
* Receives deliveries.
* Maintains paper work, all banking requirements and ensures all reports send to H/O.
* Maintain high levels of standards in store.
* Guides and supervise sales team.
* Achieves monthly targets.
* Encourage team spirit amongst staff and to achieve their goals
* Enforce safety, health & security rules.
* Set up 2 new stores, Sharjah & IBN Battuta Mall. Each store size was 20,000+ sq. ft.
* In-charge of ladies, men’s, children’s, household, footwear & lingerie departments.
* Visits other stores to ensure standards and procedures are in place.
* Transferred to different stores to increase sales and improve store activities

**UK WORK EXPERIENCES**

**MARK ONE (Fashion Outlet) -** Southampton

**SUPERVISOR, VISUAL MERCHANDISER** 1993 – 1998

VM for men’s, ladies, children’s wear shoes & accessories

**FALMERS (Concession) –** Southampton

**CONSESSION MANAGER** 1992 - 1993

Ladies Casual Wear

**TOPMAN/TOPSHOP -** Southampton

**SALES SUPERVISOR, SALES ASSISTANT** 1989 – 1992

Men’s/Ladies Wear

**OSWALD BAILEYS –** Southampton

**SALES ASSISTANT TRAINEE** 1987 – 1989

Outdoor Camping/Leisure Retail

**EDUCATION**

**Hardley School, Long Lane, Holbury**

Southampton, Hampshire, UK

1987 Passed CSE Examination

**Work experience – CO-OP Supermarket**

Southampton, Hampshire, UK

**YTS (Youth Training Scheme)** **Diploma in Retail**

Alpha Training and Recruitment, 1987 – 1989

Southampton, Hampshire, UK

**PERSONAL DATA**

Birth date : February 22, 1971

Nationality : British

Visa Status : Visit Visa

Proficient in Microsoft Office Applications

(Windows, Microsoft Words, Microsoft Excel, Outlook and PowerPoint)

Fluent English, both written and verbal

Holder of valid U.A.E Driving license and own car

\*\*\* Character references to be provided upon request. \*\*\*