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| **FLORABEL** |  | NATIONALITY: FILIPINO **FLORABEL.329206@2freemail.com**  |   |
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| **PERSONAL PROFILE &CAREER OBJECTIVE** |  | A creative & commercial retail manager with over 10 years experience in Dubai’s fast moving fashion retail industry.Objective: To secure a retail management role that draws on my extensive skill set, achieve targets by executing advanced team leadership & customer service skills. Leadership qualities: Sales and Marketing, team motivation & management. |
| **SPECIAL SKILLS** **EMPLOYMENT HISTORY**  |  | VIP Customer Service & Account Management• Advanced level customer service working with high level clients & high ticket items.• Maintain existing house accounts and acquirement of more. Constant development of NEW clients into LOYAL clients, hence increasing profitability. (55% of dept. Sales is from repeat custom).• Manage high level sales team to enact above & measure such contribution to Dept. Success. (Target achievement 2015: 80% AED 550K Aug to Dec (5 Mo) dept. target, 85% AED 1.4 M by Nov 2016 8/10 months).• In depth product & market knowledge. |
|  | Sales & Team Management• Identifying and tapping new business, remembering to gather client info each time to push acquirement of loyal customers.• Creating & presenting of in-depth product & customer service presentations.• Allocating skill set based responsibilities to sales team to grow & extend their skills, hence department competence, which grows sales simultaneously.• End of day sales manager responsible for daily target of all departments & reconciliation of all cash points.• Maintain staff timetable to ensure full cover on floor especially at peak trading times |
|  | Position: **Department Manager (**elevating sales, margins, and customer satisfaction by as much 60%, monthly dept. sales of AED 133K/month, AED 1.6M/annually**)**Employer: Boutique1 Group YAS mallDates: June 2012 to Present Key Duties and Responsibilities: As a Department Manager in Boutique1 I am part of Dubai’s greatest retail experience. My key role is to ensure a consistently high standard of presentation in the store and making sure that all available space in the store/department is effectively utilized. Focused on maximising the customers shopping experience. I ensure this through:• Managing up to 8 members of staff in varying nationalities, and ensure that this team has exceeded sales targets, improved customer service, met department standards and maximized individual development at every opportunity.• Excelled in building and motivating sales and hourly teams. Developed entry-level associates to leadership positions• Succession Planning• Attending Daily briefs with the Managers and sales team• Weekly Management and Buying meetings• Maintaining awareness of market trends and monitoring competitors• Liaising with the vendors to provide training for the teams•Maintaining accurate records of all pricings, sales, and activity reports.• Stock Integrity, Manage and address shrinkage and stock loss, excellent stock take result in July 2016 |
| **EDUCATION****TRAININGS** |  | Position: **Sales Supervisor** (Target achievement: Consistently achieved individual target AED 185K/month KPI achievement of ATV 2 and UPT AED 2500).Advanced through promotions to become Department Manager, managing a team of 6-8 with 25% department target out of 100%(AED 3M) total store targetEmployer: Boutique1 Group Emirates mallDates: June 2011 to June 2012 Key Duties and Responsibilities: I was recognized as a high potential employee, and was promoted from this role after four months. The position is to support the section manager by:• Writing weekly trade reports• Completing and distributing lunch and shift rotas• Driving sales and standards on the shop floor• Ensuring Sales associates receive productivity figures and setting challenging goals for them to strive to achieve each week

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| Position: **Senior Sales** Employer: Boutique 1 Group JBRDates: June 2009 – June 2011Key Duties and Responsibilities: • Listen, analyze and profile the needs of the customers, and apply wide variety of guidelines in resolving concerns• Achieving/exceeding individual, section and store target by providing excellent customer service.• Report customer feedback and requests to ensure repeat business |
| Position: **Sales Associate** Employer: Boutique1 Group Emirates tower/JBR Dates: Jan 2007 – June 2009Key Duties and Responsibilities: • Ensuring exceptional customer service is provided to all clients.• Provide accurate information to clients to build trust and be able to cross and up sell• Updating client data base regularly and use it to maximize sales Position: **Sales Associate/Head Cashier** Employer: Diesel (Mohammad Abdul Jawad Est.)DCC Dates: Oct 2003 – November 2006Key Duties and Responsibilities: • Handles cash and credit card transactions using POS machine, issuing credit and gift vouchers, etc.• Performs day to day shop operations • Handle all customer complaints, request, issues and suggestions with professionalism, sincerity, knowledge and expertise.• Examining invoices of items received, conducted continues evaluation via analysis of the POS data. • Earned reputation of having quick recall enabling faster retrieval of items/products.**Colegio de San Juan de Letran**Bachelors of Arts in Communication March 1998 **San Roque Catholic School of Alabang**Secondary Education March 1993**International Career Institute**United KingdomCertificate of Retail Management January 21, 2014**Sifico Fashion LLC**Novotel Hotel World Trade Centre DubaiSales techniques and Customer Service Training October 7, 2007 |
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**All references available upon request** |
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