|  |  |  |  |
| --- | --- | --- | --- |
| **FLORABEL** |  | NATIONALITY: FILIPINO  [**FLORABEL.329206@2freemail.com**](mailto:FLORABEL.329206@2freemail.com) |  |
|  |  |  |
|  |  |  |
|  |  |  | | |
| **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 mall Dates: 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 target  Employer: Boutique1 Group Emirates mall Dates: 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       |  | | --- | | Position: **Senior Sales**  Employer: Boutique 1 Group JBR Dates: June 2009 – June 2011 Key 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 2009 Key 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 2006 Key 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 Kingdom Certificate of Retail Management January 21, 2014  **Sifico Fashion LLC**  Novotel Hotel World Trade Centre Dubai  Sales techniques and Customer Service Training October 7, 2007 | |  |   **All references available upon request** | | |
|  |  |  | | |