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| Rasha  [Rasha.340957@2freemail.com](mailto:Rasha.340957@2freemail.com) | |  |
| **PERSONAL DETAILS**  **EDUCATION**  **CERTIFICATES** | **CURRICULUM VITAE**  **Date of Birth**: April 1, 1983  **Place of Birth**: U.A.E.  **Citizenship**: Sudanese  **Marital Status**: Single  **Gender**: Female  **Religion:** Muslim  **Driving licence:** international (available)  **El Nieleen university , Khartoum , Sudan**  BSc in Optometry & Visual Sciences  *Sep 2004*    **Essilor Academy, Alexandria(Al Nour Lab), Egypt**  Train The Trainer Certificate  *may 2012* | |
| **EMPLOYMENT** | **M.NOUR OPTICS CO. ,Khartoum, Sudan**  *April 23, 2006 - present*   * **Senior optometrist** *( 2006-2010 )* * **Showroom Manager** *(2011-2013 )*   Duties:   * Managing the flag ship optical store in my country. * Delivering a high standard of customer service. * Responsible for achieving sales targets. * Comply with company policies and procedures. * Motivate and develop staff . * Identify training and coaching needs for development. * Improve sales by achieving the above. * **Sales Staff Technical Trainer** *(mid of 2012- Aug 2014)*   Duties :   * Prepares new sales representatives by conducting orientation to sales process; developing individual coaching plans; providing resources and assistance; scheduling orientation drive- along with senior representatives. * Determines training needs by traveling with sales representatives; observing sales encounters; studying sales results reports; conferring with sales managers. * Improves training effectiveness by developing new approaches and techniques; making support readily available; integrating support with routine job functions. * Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations. * Accomplishes sales training and organization mission by completing related results as needed. * **Business Development Manager** *for ( both M.Nour& Maya optics (subsidiary retail chain of M.Nour optics) (Aug 2014-present)*   Achievements:   * Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels. * Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales. * Submit weekly progress reports and ensure data is accurate. * Ensure that data is accurately entered and managed within the company’s sales management system. * Forecast sales targets and ensure they are met by the team. * Track and record activity on accounts and help to close deals to meet these targets. * Work with marketing staff to ensure that prerequisites are fulfilled within a timely manner. * Ensure all team members represent the company in the best light. * Research and develop a thorough understanding of the company’s people and capabilities. * Understand the company’s goal and purpose so that will continual to enhance the company’s performance. * Work with technical staff and other internal colleagues to meet customer needs. * Partners with the Showrooms Managers to continually coach and inspire the team to enhance store performance. * People work for people – uses this philosophy to grow careers, encourage teamwork and retain talent through a development-focused environment. * Seeks out opportunities for self-development as defined in an individual development plan. * Spends a majority of the time on the sales floor. * Develops customer relationships through interaction and feedback. * Acts as an ambassador for the M.Nour brand. * Builds the M.Nour brand by consistently executing the brand standards. * Motivates, coaches and inspires the team and ensures they are the best possible brand ambassadors. * Continually coaches and develops the team to ensure retail excellence. * Communicates information regarding promotions, contests and incentives to the team. * Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends. | |
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| **SKILLS** | **Language Skills**: Arabic (mother tongue), English (fluent).  **Work based skills:**   * Strong communication skills. | |
|  | * Working well as a team. | |
|  | * Showing initiative and solving problems. | |
|  | * Good at meeting deadlines. | |
| **References** | * Good experience using Word, Excel and Powerpoint.   **Personal skills:**  I am a highly motivated person, with over 10 years of optical retail & management experience.  I enjoy challenge & consistently achieve high standards through effectively working as a team player.  I have a huge experience in all areas that related to the optics / eye wear business including optometry,marketing, sales, training, management, recruitments, disciplinary & staffing issues.   * Friendly & approachable. * Organized & hard working. * Good timekeeping. * Take pride in my work.   References available when requested. | |
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