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| RashaRasha.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.
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|  | * Working well as a team.
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|  | * Showing initiative and solving problems.
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|  | * Good at meeting deadlines.
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| **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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