Samer

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**Objective**

Is to do my job in a professional success able manner and to achieve my yearly target in a great full way.

**Employment History:**

**Retail Brand & Operation Manager:**

**Equinox Global Investments - Qatar"**

**Oct 2015- – Jun 2016.**

**Fashion - Accessories & Jewelry – Furniture - Toys - Cosmetics**

Responsibilities:

1- Achieve company's targets and maximize profits of all brands (in line with the yearly objectives of the company and principals' agreement) through generating sales and controlling stores' operating costs.

2- Oversee the overall "P&L" performance management for the company's brands and deliver financial results.

3- Develop existing brands and create strategy that leads to maximizing profits and strengthen the company's brands in the region.

4- Assess market trends (competitions, consumers...etc.) and business developments to
Formulate a comparative retail strategy.

5- Identify new opportunities to meet company’s competitive objectives within the region.

6- Develop and implement the company's expansion strategies and oversee the selection
Process of real estate site.

7- Oversee the development and implementation of strategic plans of all stores as well as monitoring and measuring adherence to high standards of store operations (maximizing sales and customer satisfaction)

8- Manage the efficiency and effectiveness of retail operational team through strong
Leadership and monitor their performance on KPIs.

9- Work ,closely, together with the loss prevention team and ensure effective applications of the company's policies and procedures to reduce risks, stock shrinkage and enhance operation' standards.

10-Ensure efficient operation of all stores, in line with company policies and procedures, in relation to stock control, systems & security and company's & brands' image.

11- Develop and implement best practices in merchandising, brand communications, store
Development & retail operations to achieve company's objectives.

12- Direct visual merchandising to ensure alignment with the principals' brand strategy.

13- Ensure and enable best shopping experience in the company' stores through excellent execution of visual merchandising and in-store marketing.

14- Contribute to all aspects of business development including new store openings and recommendations for closure.

**Retail Marketing Manager.**

**Aseil Company - Amman –Jordan**

 **Auq 2010 – Oct 2015.**

**Responsibilities:**

**1.** Responsible for creating, implementing and success measuring the success of a comprehensive marketing, communications and public relations program that will enhance the company’s image and position within the marketplace and the general public, and facilitate internal and external communications.

**2.** Co-managing the sales force along with the sales manager.

**3.** Ensure articulation of company’s desired image and position, assure consistent communication of image, vision, mission and position throughout the company, and assure communication of image and position to all customers.

**4.** Understand and demonstrate technical marketing skills and company product knowledge.

**5.** Develop pricing strategies, balancing firm objectives and customer satisfaction.

**6.** Act as the company’s representative with the media; organizing and attending events such as conferences, seminars, receptions and exhibition to ensure regular contact with media and market.

**7.** Leading marketing projects, campaigns as assigned and working with developers, advertisers, and production managers to achieve the goals.

**8.** Responsible for editorial direction, design, production and distribution of all company marketing materials, scripts, print, electronic materials, letterhead, logos, brochures, leaflets, posters, flyers, e-newsletters, websites, catalogues, packing, social media adds and photo shoots,

**9.** Studying competitors' products and services.

**10.** Develop short and long-term plans and budgets for the marketing and its activities, monitor progress, assure adherence and evaluate performance necessary to the smooth operation of the marketing; and report progress to the Executive Manager.

**11.** Making sure that the Company’s mission and vision are pertinent and practiced throughout the organization and help formulate and administer policies to ensure the integrity of the company.

**12.** Conceptualize and implement Local Marketing Plans and seasonal regional plans

**13.** Develop database capture, management and initiatives.

**Brand Manager & Buyer**

**2006 – 31 Jan 2010**

 **I was working with ISSCO - international specialized stores CO. in KSA, as a Brand manager for Fashion Brands .**

**Responsibilities:**

I have been recognized for my proficiency in producing positive results to both customers and the company .My experiences in operations have covered Fashion outlets, Department stores.

Store & Head Office Management. Retail SOP's .P&L management .Customer Experience Turnaround management. People Development .In-store promotions. Strategic Business development. Buying. Merchandising. & Staff training. (I have more than +200 employee in 29 stores, turnover more 50 million SR )

**1. Brand Strategy**

Develop a vision, strategic direction and policy for Brand Management that will enable the company to develop and Highlight the company’s brand image.

**2. Brand Plans**

Develop Brand plans and budgets for different categories to differentiate the brand from other brands in the market in order to achieve the annual sales and gross margin targets in existing and new markets.

**3. Brand Performance**

Monitor the performance of the brand for different categories in order to track actual performance from production to the market shelf against the Brand plan and take corrective action.

Perform P&L analysis to understand retailer's performance, project feasibility of store openings and project/negotiate business plans

**4. Promotions**

Direct all Sales Promotions campaigns to execute all Brand Plans in line with the company objectives.

**5. Product Development**

Support the Production, Marketing and Sales teams in identifying and developing new or modified products through brand studies in order to achieve the category sales and gross margin objectives.

**6. Changes to Brand Plans**

Evaluate Market Research studies, market conditions and competitor products/activity and implement brand planning changes.

**7. Marketing Support.**

Provide the marketing team with support to develop unique selling propositions and targeted marketing communications.

**8. Brand Management Standards.**

Ensure that the Brand Management is executed in line with international standards to let the management decision be based on the proper brand methodology.

**9. Retail Management**

• Manage all VM related team development (including KPI establishment and management), seasonal activities, travel, costs and schedules

• Ensure all locations have seasonal tools necessary to increase knowledge, respect brand guidelines and optimize sales

• Plan and execute all materials needed and conduct seasonal training for store staff

• Consistently seek new opportunities to optimize business (i.e. product ideas, training ideas, competitive analysis, best practices etc.)

**10. Reporting/Analysis**

• Prepare precise Monthly Regional Sales Reports that include contextually relevant quantitative and qualitative information

• Compile and summarize Best and Slow Selling Items Reports on monthly basis

• Develop and implement seasonal Retail performance measurement tools, monitor and optimize sales performance across network

• Create Seasonal Customized Retail Action Plan and discussed with all individual retailers and presented to the brand.

• Leverage knowledge of Monthly Regional Sales Reports to project seasonal stock level by retailer

• Seasonal collection debriefing following the sales campaigns.

**11. Buying**

 • Sourcing new product/brands relevant to the market.

 • Building ranges/categories in a logical manner.

 • Understanding and maintaining OTB budgets.

 • Showcase a good understanding of product information/product knowledge.

 • Maintain good supplier relationships.

 • Assist with in-store merchandising to be aligned with seasonal buys.

 • Analyzing category performance at regular intervals.

 • Conduct competitor’s analysis.

 • Attend international trade shows and retail visits for better understanding of the global market.

 • Negotiate with Suppliers to ensure margin targets are achieved and exceeded

 • Implement strategies to ensure that all stock is managed inside allocated budgets.

 • Work with suppliers/distributors on actual distribution of product to stores.

 • Maintain accuracy and integrity of inventory levels and pricing.

**Shop Manager.**

**2001–2006**

**N.AL rumah Trading Est. owners of (MEXX) Trade mark In K.S.A**

**1.** Solve critical store operational problems including customers’ complaints, in order to ensure operational effectiveness and to increase customers’ satisfaction.

**2.** Assist in recruiting and selecting shop staff by verifying job-fit and team-fit of candidates.

**3.** Manage annual allocated budget by monitoring expenditure up to set limits,

Optimizing and reducing costs where possible and reporting variances versus budget.

**4.** Ensure the stock is effectively measured and controlled and manage order placement activities to maximize sales and meet stock performance objectives.

**5.** Prepare management information reports on store performance in order to allow informed decision making.

**Education**

-1996–1998

Dental lap technology Diploma AL\_Balqa applied university

**Interests:**

- Retail fashion updates.

- Attending exhibitions worldwide.