**Alexandru**

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**Retail Store Manager**

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**PROFESSIONAL PROFILE**

I am an organized, entrepreneurial and highly efficient individual currently holding the Store Manager position with Al-Futtaim, Toys R Us. I enjoy the challenges of working within a fast paced, dynamic and customer driven environment. The knowledge gained from my industry experience with high end luxury brands such as Bottega Veneta and Porsche Design as well as Al-Futtaim Toys R Us has helped develop my strong work ethic, business acumen, commercial awareness, communication and team leadership skills which are enabling me to think creatively, be proactive, adapt quickly, train and develop my team towards delivering excellent customer service, achieving budgets, increasing profit margins and developing products, services and business.

**ACHIEVEMENTS**

* Ranked 6th top selling store in the world in 2016 as a result of leading and motivating my team, consistently developing staff, implementing a high level of customer service, improving our product mix according to market trends and implementing a commercial visual merchandizing
* Successfully coached and mentored 2 sales assistants to be promoted to department managers
* Improved store's KPIs and customers' engagement; commercial product placement, add-on sales focus, staff sales and product trainings enabled an increase in UPT of 0.20, the AUV by 16 AED, the ATV by 64 AED and conversion by 5% in 2016.
* Achieved exceptional mystery shopping results of 100% in July 2013 and 96.6% in October 2013 as a result of focusing on customer service excellence and constantly training and coaching the sales team

**PROFESSIONAL SKILLS**

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| * MS OFFICE, MS OUTLOOK * SAP PROFICIENCY * EXCELLENT LEADERSHIP AND PEOPLE MANAGEMENT * RETAIL OPERATIONS * BUSINESS AND PEOPLE DEVELOPMENT * INVENTORY MANAGEMENT | * EXCELLENT WRITTEN AND VERBAL COMMUNICATION * CUSTOMER SERVICE EXCELLENCE * STRATEGIC AND ANALYTICAL THINKING * VISUAL MERCHANDIZING * AUDIT AND COMPLIANCE * PROFESSIONAL REPORTING |

**PROFESSIONAL TRAINING**

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| * ART OF SELLING * NEGOTIATION SKILLS * INTRODUCTION TO LUXURY * SERVICE EXCELLENCE * POWER TO PRESENT * TIME AND STRESS MANAGEMENT | * ART OF MANAGING * EFFECTIVE COMMUNICATION * PROBLEM SOLVING AND DECISION MAKING * HANDLING DIFFICULT ATTITUDES * FASHION TRAINING ACADEMY |

**EMPLOYMENT HISTORY**

**Al-Futtaim, Toys R Us & Babies R Us | Retail Store Manager**

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| **DFC and Times Square, Dubai, UAE** | **June 2015 – May 2017** |

Reporting direct to the regional, operations and general manager, I am developing, implementing and ensuring the effectiveness of store operational plans, policies and procedures while leading and consistently developing a team of 49 members by setting goals, objectives and appraising performance, ensuring that everyone is working towards achieving business’ growth and development.

* Maximizing profitability by utilizing my commercial awareness, analyzing P&L reports, optimizing and reducing overhead’s cost.
* Increasing sales and gross margins by ensuring the team is proving exceptional customer service and achieving sales objectives with regular training and set individual development plans.
* Improving and developing the product mix and sale thru rates by reviewing daily sales reports, floor range plan performance and customers’ feedback, analyzing market trends, supervisors’ category performance reports and competitors' activity, consolidating and sending all data in comprehensive weekly commercial feedback reports to the relevant stakeholders.
* Successfully managing stocks, refilling rate, product availability as well as improving delivery timing, reducing over stock situations
* Preparing and leading the inventory process by liaising closely with admins, department managers, buyers, planners and the supply chain, ensuring minimal shrinkage.
* Developing and maintaining good working relationships with external agencies and suppliers in order to support smooth store operation.
* Increasing brand awareness and store footfall by collaborating with mall marketing and management and outside partners such as nurseries, schools or government organizations, creating in-store or outdoor events and activities.
* Achieving and maintaining high levels of visual merchandizing, housekeeping and overall store appearance by working closely with VM department and conducting daily floor walks. Creating and implementing the store branding plan by collaborating with VM, marketing and suppliers.

**My main achievements in this role include:**

* Ranked 6th top selling store in the world in 2016 as a result of leading and motivating my team, consistently developing staff, implementing a high level of customer service, improving our product mix according to market trends and implementing a commercial visual merchandizing
* Successfully coached and mentored 2 sales assistants to be promoted to department managers
* Improved store's KPIs and customers' engagement; commercial product placement, add-on sales focus, staff sales and product trainings enabled an increase in UPT of 0.20, the AUV by 16 AED, the ATV by 64 AED and conversion by 5% in 2016.
* Proven track record and ability of increasing sales and achieving budgets.
* Strong P&L and profit maximizing record.
* Excellent inventory track record as a result of using sound stock management procedures, inventory planning post inventory investigation and excellent interdepartmental communication with back office, buyers, planners and the supply chain
* Planned, negotiated and partnered with Dubai Sports Council for “Emirates Kids Marathon” 2016 edition as sponsor free of cost, generated great brand exposure in the market

**PORSCHE DESIGN | Boutique Manager**

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| **Mall of the Emirates, Dubai, UAE** | **April 2014 – May 2015** |

Reporting to the Retail Manager, I was responsible with leading a team of 5 members towards delivering excellent operational standards and achieving business’ strategic objectives

* Increasing sales and achieving targets by proactively researching methods of meeting customers’ needs.
* Constantly reviewing product mix and regularly analyzing the sale thru, generating quality, actionable feedback reports; liaising with buyers, planners and the supply chain ensuring the correct stock availability.
* Consistently enhancing customers’ experience by developing savvy, results driven sales assistants with training sessions and development plans. Leading the team by example, being present on the shop floor generating sales and assisting VIP customers while building the customers data base.
* Achieving high audit scores by liaising with compliance department and update my team on SOPs. Maintaining a high standard of visual merchandizing as per brand’s identity by collaborating closely with the VM team and ensuring the store team is capable of preserving the concept.

**My main achievements in this role include:**

* Proven track record of budget achievement and increased profitability
* Increased the women handbags category by 23% with team product training and commercial merchandizing
* Excellent inventory results for Quarter 2 and 3 with 0.05% shrinkage

**BOTTEGA VENETA | Assistant Boutique Manager**

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| **Mall of the Emirates, Dubai, UAE** | **November 2010 – March 2014** |

Reporting direct to the Store Manager and Division Manager, I was responsible of supporting the store manager in leading the team of 8 members and delivering excellent store operations, actively attending customers and ensuring that the entire team is consistently working towards achieving set targets.

I consistently improved the customer service standards while proactively growing the data base; regularly contacting customers, updating about latest arrivals and inviting them to visit the store.

* Scheduling VIPs appointments and providing them with a personal shopping experience.
* Maintaining customers’ satisfaction while professionally handling concerns or complaints as the after sales service responsible.
* Conducting daily briefings where I was presenting store’s sales performance and update with the latest news and arrivals.
* Maintain a high level of visual merchandizing by collaborating with VMs while ensuring the store team is consistently helping upholding the visual standards.
* Assisting in stock management and inventory process; proposing inventory’s shop floor plan and liaising with the cashier for mall permits. Achieving excellent shrinkage results by leading the post inventory investigation.

**My main achievements in this role include:**

* Improved the after sales repair timing and reduced the number of complaints by 65% as a result of personally creating and delivered a training presentation focused on technical elements, professionally handling customers’ objections and standard communication with concerned stakeholders
* Excellent inventory result in 2013 of 0.03% shrinkage.
* Achieved exceptional mystery shopping results of 100% in July 2013 and 96.6% in October 2013 as a result of focusing on customer service excellence and constantly training and coaching the sales team

**SC ALMASER SRL | Assistant Sales Manager (B2B)**

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| **Constanta, Romania** | **September 2009 – October 2010** |

Reporting to the Area sales manager and Managing Director, some of my main responsibilities included:

* Proactively prospecting and researching new regional opportunities in order to effectively assist the regional sales manager in developing the clients’ portfolio and improve the market penetration.
* Instrumental in developing and executing the monthly sales plan; improving performance by forecasting, monitoring the sales, analyzing trends and offer solutions.
* Liaise closely with the sales and general manager creating marketing strategies, driving the sales and maximizing market activity.
* Providing the highest level of customer service, follow up with sales team’s performance and constantly supporting the training and developing.

**SC ALMASER SRL | Sales Representative (B2B)**

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| **Constanta, Romania** | **January 2007 – September 2009** |

Reporting direct to the Area Sales Manager and Managing Director, some of my main responsibilities included:

* Achieving monthly sales target while providing the highest customer service.
* Building strong, professional relations with current clients, follow up with orders, ensuring deliveries as per deadline.
* Proactively researching designated area for new potential customers, constantly working towards growing customers’ portfolio to improve market penetration and increase sales.
* Constantly researching customers’ needs in terms of products of services and providing qualitative feedback to the regional manager.

**EDUCATION**

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| * **Romanian – American University, Bucharest, Romania**   *Bachelor's Degree in European Economics 2006 – 2009* | * **Mihai Eminescu National College, Constanta, Romania**   *High School Degree*  *2002 – 2006* |

**PERSONAL QUALITIES**

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| * STRONG WORK ETHIC * EXCELLENT COMMUNICATOR * ENTREPRENEURIAL, SELF STARTER * SELF MOTIVATED AND POSITIVE ATTITUDE | * EXTREMELY ORGANIZED * FLEXIBLE AND ADAPTABLE * CULTURAL AWARE * TEAM PLAYER, TRUSTWORTHY |

**FOREIGN LANGUAGES**

* **English** *Excellent speaking and writing*
* **Romanian** *Native*