**Houda**

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SUMMARY OF QUALIFICATIONS

**Responsibilities:** I have over 12 years experience in customer service within 2 highly demanding service industries: High-End Fashion Retails and Beauty Salon Services. My skills of engaging customers and delivering product and service information are something that I have invested in to increase the sales of the companies that I worked for since 2003.

As a manager, I feel that my biggest strengths are my ability to grow revenue per customer (up selling) as well as retaining existing clients by motivating sales staff and ensuring they focus on the needs of our target customers.

**Characteristics:** Motivated and positive, hard working and result driven, disciplined, team leader and example setter to the rest of the staff.

**Areas of Expertise:** Business development; Time management; Excellent knowledge of the beauty salon business; Ability to deal with “difficult” situations such as client complaints and staff disagreements in a diplomatic way; Exceptional customer care skills; Team leadership qualities; An up to date knowledge of current health and safety in the workplace regulations.

Employment Experience

**Salon Manager;** NAYOMI Beauty Salon; Dubai **2014 to Present**

**Salon Manager**; AFRINA Beauty Center; Dubai **2012 to 2014**

**MY DUTIES AS SALON MANGER:**

1. Demonstrate and reinforce excellent customer service

* Lead and supervise the team to promote a positive customer orientation and ensure high quality service.
* Ensure all complaints are dealt with promptly and efficiently; maintain all records of complaints and "redos".
* Empower all team members to deal with customer complaints in accordance with company's guidelines.
* Ensure all customer feedback (comment cards, verbal comments, emails, etc) is used to update changes in practice and provide staff training to ensure high standards are maintained.

2. Maintain a commercial focus to ensure meeting and exceeding revenue expectations

* Achieve financial objectives by rising retail sales and services.
* Liaise with third party providers to increase brand awareness and revenue stream.
* Monitor appointments and bookings and highlight any problems in business to the Brand Director so that marketing strategies can be implemented to boost bookings.
* Maintain and update all necessary internal and external signage and promotional literature.
* Create ongoing in-house promotions and activities to stimulate sales.
* Maintain fresh, effective methods to consistently retain and grow customer base.

3. Manages and monitors all areas of salon operations

* Manage and monitor all areas of salon operations to ensure compliance with the company' systems, operating procedures and policies.
* Ensure adherence to daily reconciliation of the till (cashing up) procedures and transfer of cash to the Bank.
* Complete all required reports accurately and timely.
* Monitor inventory levels to ensure adequate supplies are available to meet salon needs.
* Reinforce salon cleanliness and appearance to ensure a positive customer perception.
* Ensure all equipment is maintained in good working condition; manage and control preventative maintenance of all equipment and coordinate the on-site and outside contractor’s maintenance engineers.

4. Ensure effective finance management

* Ensure that all services and products are charged for at the correct price.
* Effectively manage and control all purchasing and expenditure as budgeted, providing purchase orders for all goods and services to the Area Manager for authorization.
* Maintain records of income and expenditure in line with the company’s financial regulations and procedures.

5. Ensure there is a high degree of motivated and trained staff

* Ensure staff is fully trained and competent to undertake the services offered.
* Guide staff to become caring problem solvers, cooperative, accommodating and fair.
* Implement ongoing skills training to ensure service standards are being upheld.
* Keep employees motivated and working as a team, making sure each member of staff understands and adheres to company policies, procedures and guidelines.
* Maintain excellent communication within the salon; build positive, fun working relationships with staff.
* Hold monthly staff meetings with all staff and provide copies of minutes to high management.
* Provide regular performance management support to all staff.
* Follow and reinforce proper appearance and apparel standards.

6. Health and Safety

* Ensure all staff is trained and received regular updates on all risk assessments and safe procedures.
* Ensure health questionnaires are completed prior to administering beauty treatments and that individual client treatment records are maintained for all clients.

**Retail Fashion Store Manager;** SPIRIT OF ARABIA; Dubai **2011 to 2012**

* Complete store operational requirements by assigning employees; following up on work results.
* Ensure availability of merchandise and services by approving contracts; maintaining inventories.
* Formulate pricing policies; determine additional needed sales promotion; authorize clearance sales.
* Market merchandise by studying advertising, sales promotion, and display plans.
* Determine marketing strategy changes by reviewing operating and financial statements and sales records.
* Maintain operations by initiating and enforcing program, operational, and personnel policies & procedures.

**Fashion Store SALES SUPERVISOR;** Mulberry; Dubai **2008 to 2011**

* Participate in the opening of a new fashion store.
* Put in place a new customer contact database with records of customer’s preferences.
* Ensure adherence to processes outlined in published Standard Operating Processes.
* Help in visual merchandising of the store as key to the successful business.
* Attend team meeting and sharing best practices with colleagues.
* Feed future buying trends back to employers.
* Monitor the effectiveness of systems, policies, and procedures, and make appropriate recommendations to ensure daily operations are efficient.
* Interview and participate in the selection of staff; assist in training new hires and oversee cross training throughout the Store.

**Fashion Store SALES eXECUTIVE;** top shop STORE; Doha, Qatar **2006 to 2008**

* Listen to customer requirements and present appropriately to make a sale.
* Maintain and develop relationships with existing customers in person.
* Review my own sales performance, aiming to meet or exceed targets.
* Challenge any objections with a view to get the customer to buy.
* Advise on forthcoming products availability and discuss special promotions.
* Check quantities of goods on display and in stock.
* Record sales and order information and send copies to the sales office.

**Hotel Receptionist;** KAN Touristic Village**,** Sousse, Tunisia **2003 to 2006**

* Deliver excellent customer service, at all times.
* Deal with all enquiries in a professional and courteous manner, in person, on the telephone or via e-mail.
* Administer all reservations, cancellations and no-shows, in line with company policy.
* Fulfill all reasonable requests from guests to ensure their comfort, satisfaction and safety.
* Provide reports as required for housekeepers and management.
* Be involved and contribute at team meetings.
* Keep up to date with current promotions and hotel pricing, to provide information to guests, on request, while maximizing bedroom sales opportunities.

Education and Credentials

**Bachelor of Arts, English Literature -** University of Tunis **2005**

Special Skills

**Computer & IT:** Microsoft Office (Word, Excel, PowerPoint)

**Language:**

* Arabic: Mother Tongue
* English: Fluent
* French: Fluent

Other

**UAE Driving License + Own Car**

References

***Available upon request***