 **Curriculum Vitae Mohammad**

**DOB :** February 14th 1979

**Address :** Dubai-UAE

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**Nationality :** Syrian Damascus

**Status :** Married  
 **Languages :** Arabic -English

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**Career objectives**

An energetic and highly creative visual merchandiser with ample experience in luxury brands. A quick learner with a detailed understanding of the interplay between design, business and marketing, who has proven experience creating displays that are consistent with a company’s brand image. A competent team-player with a flexible approach to work and willing to travel on a regular basis. Currently seeking to gain more experience leading display teams and to expand my retail design skills through further hands-on experience.

**Group Level –LALS Group UAE**

**Position:** **Senior Creative Visual Merchandising**  April 2015 – presen  **U. S.Polo Assn :** Marina Mall , IBN Battuta, Deira City Center, Mirdiff City Center,

Ajman cc, Abu Dhabi Mall, World Trade, YAS Mall, Burjuman, Outlet.

 **Lucky Brand** **USA ,** Dubai Mall, IBN Battuta, Abu Dhabi Mall, AL WAHDA Mall

**Job Responsibilities**

* Visiting branches – train personnel to support and comply with VM image standards and expectations
* Working within the brand guidelines and makeing sure that the stores are up to the brand standards in order to achieve business plan and targets.
* Actively provide the VM team with timely updating of store reports submissions, seasonal buying & rig recaps, floor-plans and regional calendars
* Liasing with teams such as buysng, design and marketing to create design themes and plans, months in advance , including window and in-store display , signage and price concepts
* Preparing floor plans to organize seasonal themes distribution for each store and purchase items for visual displays as per Management
* Working with architectural features of stores to maximise the available space
* Consistently track and retrieve store photos to identify opportunities & to improve and maintain the overall aesthetic and creative appearance of the shop
* Analysing the display and shop floor layout with the store manager and area managerandseeking for feedback on the visual impact of displays and implementing changes
* Using artistic skills or computer-aided design packages to create visuals and plans

 **Group Level - Salam Studio and Stores UAE – Qatar – Oman**

**Position: CreativeSenior Visual Merchandising Sep 2003 – Mar 2015**

**Location in Charge** *(Total retail space 80,000 SQM) ALL* **UAE, Qatar, Doha and Oman.**

**Brands: Armani, Escada, Just Cavalli, Dior (Kids), Dolce & Gabbana, Hugo Boss, Moschino, GFFerre, Roccobarocco, Cornelian, Polo Virani , Hackett , Plus IT , Pinco Pallino , Red Valentino, Paul Smith,**

**Karl Lagerfeld ,Fendi, Laurel, Ralph Lauren,Versace , Diesel , EA7 Emporio , Jewellery Debeers ,**

**Frankie Morello , Monnalisa ,La Mmartina , Buenos Aires, Galliano, Emporio Armani , ICEicebrg ,**

**Paul & Shark,Givnchy, 7 for all Markind , Bobby Brown , Loncom.**

**Job responsibilities**

* Stylist & visual merchandising for men’s, ladies’, children's wear, handbags, shoes, Cosmetics & Accessories, Designing and executing window displays
* Control VM team to merchandise all new collections and new arrivals within the shops
* Coordinating with the sales team for the efficiency of merchandise
* Following up and reviewing all merchandise activities in the showrooms, analyzing the sales and product movement of each section, updating the line manager and make suggestions to increase sale
* Coordinating with the buyers on the products to be purchased.
* Working with line managers on finding practical solution for any issues that arise.
* Implementing themed displays within departments such as focal points (Podiums) or for other retailers in their own locations to maintain our corporate image.
* I always maintain a gracious and professional manner when communicating with people, including customers and store staff
* Liaising with store managers, buyers & brand managers to make sure the design is in line with their standards, brand identities and current promotions.
* Developing advertising and promotion ideas for all the stores.
* Responsible for window and in -store displays, signage in design and lifestyle, and associated target market features
* Providing the media plan for any sales campaign or promotion: starting from designing, pricing, installation scheduling to dismantling collaterals according to the budgets
* Organizing fashion shows, new openings, launches and events for all Salam brands.
* Designing & executing the setup for exhibition stands following the company’s visual and merchandise regulations which is “see it, like it, buy it”
* Following the company’s VM seasonal catalogue e.g. dressing the mannequins, dressing the window, the shop floor layout, signage, and lighting.
* Being involved in display through out the store in all departments e.g. children, lingerie, hosiery, women’s wear, accessories, men’s department, coffee shop, food court, and foot wear
* Detailed eye for design attention over lighting, signage, mannequins, display equipment, shop floor layout, pricing, putting garments together to dress mannequins, concept of folding garments to be displayed on tables or shelves.
* Maintain VM budget
* Respond to requests by senior personnel for changes in display and target areas accordingly

**Group Level -****Blue Salon LuxuryDepartmentStore** **Doha-Qatar**

August 1999- August 2003

**Position: Creative Senior Visual Merchandising**

**Brands: Burberry, Bulgaria, Carolina Herrera, Cartier,Class Cavalli , Dunhill, Escada, Gucci, Guerlains , Emporio Armani , Hugo Boss , Mont Blanc**

**Job responsibilities**

* Extensive work with visual standards and merchandising high luxury brand
* Customer service oriented, provide advice about merchandise
* Set up displays of merchandising in windows or display cases
* Following proper procedures for handling merchandises
* Implementing decorative VM strategies to new promotions or seasonal- In-depth time management skill.
* Remarkable ability to encourage diversity, mutual respect, and teamwork
* Creative window display designer for all men’s, ladies’, children's apparel in addition to shoes and handbags
* Monitoring VM staff and finalizing all displayed items done by the VM team

**1997 – 2017**

**Luxury visual merchandising training with All the Companies, including all the mentioned brands, Store display and space management, Display Concept, Product knowledge, guidelines, Fashion design and outstanding customer service , Jewellery , And Make-up brand .**

**Skills & Freelance:**

* Computer Skills:- Adobe Creative Suite- MS Office – Word - Excel – Access – PowerPoint

**Education:**

* Certified Customer Service and Luxury Sales.
* High School Certificate – Art Fashion Design – Syria – 1996 –1999 **.**