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| **Elham**  **Retail or Showroom Operations Management**  **C/o-Mobile:** +97150-5891826 | **E-mail:** [elham.147965@2freemail.com](mailto:%20elham.147965@2freemail.com) | |  |
| **STRENGTHS**   * Rich Gulf Experience * Expertise in Sales with various Trainings * Store Management- Stock Control Experience * Inventory – Documentation - Reporting * Strong Customer Service Skills * Background in Admin Job * Profit Maximization & Revenue Achievement * People Management & Leadership * Goal Driven – Dynamic – Vibrant Personality   **PROFILE SUMMARY** | | |
| Dynamic professional offering 14+ years of proven work experience in achieving sales and operational targets while exceeding customer expectations within Retail Industry. Excellent track record in managing store, stock inventory, maintaining close ties with suppliers, supervising staffs, fostering client relations and delivering high service standards that greatly contributed to company’s business growth. Detail oriented and well-organized team leader with excellent coordination, negotiation, time management, analytical, problem solving, interpersonal and communication skills. |  | |

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| **ACHIEVEMENTS** |  |
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| * Acknowledged for Outstanding Sales Achievements in 2010 and for being Million Dollars Book Associate for 3 consecutive years during service at Style Avenue Dubai. * Gained outstanding experience in productions and indoor retail sales. * Consistently demonstrated resourcefulness and initiative in support of top management with flexibility in working well in cross-functional teams. * Well developed expertise in building long-term and profitable relationships with clients. | |

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| **PROVEN JOB ROLE** |  | |  |
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| **Store Department Supervisor,** Saks Fifth Avenue, UAE | | **Jan 2007 – Present** | |
| * Led team in providing results-oriented client relations and customer service. * Work with the team in identifying product characteristics that will appeal to consumers. * Handled product management, create awareness and heighten brand image in target market. * Shared best practices, ideas, approaches, know-how, cross-selling opportunities and market-knowledge among team. | | | |
| **Shop In-charge,** Bin-Hendi Enterprises, UAE | | **Jul 2005 – Nov 2006** | |
| * Carried out marketing of company products ensuring achievements of sales targets set by management. * Managed cash counter and responsible for balancing cash money every daily closing using POS machine. * Performed daily and monthly stock inventory. * Corresponded with management through e-mail. | | | |
| **Sales Executive,** Paris Gallery, UAE | | **Mar 2002 – Jul 2005** | |
| * Attended customers and provided high standard customer service to attain client satisfaction. * Directed receiving, checking and transferring of stocks to and/or fro different showrooms or warehouses. * Managed order placing for fast moving items whilst generating daily sales report. * Actively participated to various trainings provided by management especially for launching of new items. | | | |
| **Promoter,** Al-Tayer Group, UAE | | **Jan 2000 – Feb 2002** | |
| * Handled promotion and merchandizing of perfume products. * Received deliveries and rendered stock taking. | | | |
| **Sales Executive,** Hassan Jawad Home & Fashion, Iran | | **Feb 1998 – Dec 1999** | |
| * Managed production inward/outward deliveries. Likewise, responsible in receiving goods from warehouse. * Knowledgeable in maintain stock; updating daily stock balance making sure every variant such as sizes, color or style is available in display area. Provided assistance in generating daily sales reports. | | | |

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| **AREAS OF EXPERTISE** |  |
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| **Retail Store / Showroom Operations Management**   * Complete store operational requirements by scheduling and assigning employees then duly following up on work results. * Maintain store staff by recruiting, selecting, orienting and training employees. * Manage and foster high quality work performance by coaching, counseling and disciplining employees.Plan, monitor and appraise job results. * Achieve financial targets by preparing budget, scheduling expenditures, analyzing variances, initiating corrective actions. * Ensure availability of merchandise and services by approving contracts and maintaining inventories. | |
| **Elham** | |

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| **Cont’d…**   * Identify current and future customer requirements by establishing rapport with potential / actual customers and other persons in a position to understand service requirements. * Formulate pricing policies by reviewing merchandising activities, determining additional needed sales promotion, authorizing clearance sales and studying trends. * Market merchandise by studying advertising, sales promotion and display plans. * Analyze operating and financial statements for profitability ratios. * Secure merchandise by implementing security systems and measures. * Protect employees and customers by providing safe and clean store environment. * Maintain stability and reputation of store by complying with legal requirements. * Determine marketing strategy by reviewing operating and financial statements as well as departmental sales records. * Foster professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks and participating in professional societies. * Administer operations by initiating, coordinating, enforcing program, operational and personnel policies. |
| **Customer Service Management**   * Highly proficient in providing first class customer experience resulting to satisfaction, loyalty and retention. * Preserve a high-level of customer service while protecting the company’s image always. * Process customer transactions and respond to product-service inquiries in a responsive, accurate and timely manner. * Employ basic concepts, practices and procedures of handling customer complaints to meet quality standards. * Foster relation with customers and provide help with problems the latter may face. * Maintain proactive communication with the customer through phone e-mail or regular mail. * Build awareness among clients with special emphasis on flexibility and ease of operations on company’s range of products to meet customer needs. * Obtain and examine relevant information to assess validity of complaints and to determine possible causes. * Refer unresolved grievances to concerned department for further investigation. * Manage back office, prepare reports, and monitor department operations. |

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| **PROFESSIONAL DEVELOPMENT** |  |  |
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| **Relevant Work Experience**  Worked as Personal Assistant for 18 months at Euro Contact LLC in Dubai.  **Diploma / Certificates**   * Diploma from reputed Iranian School, 1997 * English Speaking Language Certificate, Ibn Khaldon Institute, 2002 * Certificate in Computer Skills (MS Word, Excel), British Consulate Institute, 2005 * EDEXCEL Level 2 Diploma in Retail Skills (QCF), Chalhoub Retail Academy, Oct 2011 * Level 2 Diploma in Retails Skills Enrolment Training, Chalhoub Group, Apr 2011   **Trainings**   * 52 Week Train the Trainer Program Passion for Excellence, Chalhoub Group, Apr 2012 * Visual Merchandizing, Chalhoub Group, Oct 2011 * Shopping with Experts II Training, Chalhoub Group, Jul 2011 * POS Training, Chalhoub Group, Jul 2011 * Shopping with Experts I Training, Chalhoub Group, Jun 2011 * Taking Care of Our Customers Training, Chalhoub Group, May 2011 * Align and Unite Your Excellence Training, Chalhoub Group, Apr 2011 | | |

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| **PERSONAL DETAILS** | |  |
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| Nationality | : Iranian | |
| Date of Birth | : 5th May 1982 | |
| Marital Status | : Single | |
| Visa Status | : Father Sponsorship Visa | |
| Driving License | : UAE & International License + Own Car | |
| Languages | : English, Arabic, Hindi& Farsi | |
| IT Skills | : MS Office (Word, Excel), E-mail & Internet applications | |

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