

OMURBEK

Dubai, UAE

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Visa Status: Employment Visa

Nationality: Kyrgyz Republic

Driving License: Valid, UAE

* Retail Academy certified professionalwith Bachelor’s degree in Management &Business
* 7+ years ofLuxury Retail experiencein multi-channel companiesacrossTurkey &Middle East
* Expertise inBusiness Promotion,Merchandising, Relationship Building and Brand Advertising
* Track record ofBuilding CRM, Pre Sale – Sales – Account Management, Expanding ClientBase
* Consistently producing qualityperformancetowards professional growth in a business industry

**areas of expertise**

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| --- | --- | --- |
| Retail Operations | Luxury Sales | Organizational |
| Commercial Acumen | Visual Merchandising | Interpersonal Savvy |
| Strategic Planning | Customer Service | Rapport Building |
| Inventory Control | Product Promotion | Result Oriented |
| Relationship Building | Problem Solving | Strong Follow up |
| Project Management | After Sale Support | Effective Communication |

**work EXPERIENCE**

**MICHAEL KORS – SENIOR SALES EXECUTIVE**(Feb2017 – Present)

**CHALHOUB GROUP/ Dubai, UAE**

Being the Brand Ambassador providingexceptional guest experience, buildingrelations with local and international clientele, promoting and selling merchandise, maximizing sales to exceedtargets. Follow up with special events, client requestsand brand advertisement activities

* Assisted in VIP events: Michael Kors “Holiday Collection” and “SS’18 Launches” in LSD Vogue
* Providing quality after-sales service in coordination with Chalhoub Client Service Centre
* Developing Client Handbook: courtesy calls and emails, relationship-selling and networking efforts
* Generated sale over 1million during first 3 month through regular transactionsabove €6K
* Developing portfolio of Top clients via ROI & CRM to increase profits from higher end transactions

**ASSISTANT MANAGER| VM AMBASSADOR**(Sep2015 – Feb2017)

**LALS RETAIL LLC/ Dubai, UAE**

As the Product Ambassador for new collections, produced visual aids and presentations to enhance product knowledge and drive performance on Shop floor. Prepared reports using SWOT system (best sellers, slow movers) through analyzing sales data of all categories for Reiss London and U.S. Polo. Excelled andformulated an effective merchandise mix to achieve its best performance

* Maximized Store Presentation: created ambience, lighting, music, placing-styling mannequins
* Formatted Brands identity: fixed visual graphics, store signage and video as communication
* Optimized Sell: observed stock levels and assortment, organize re-balancing with supply chain
* Assisted in opening and setting up new U.S. Polo boutiques in DCC, Burjumanand Mall of Emirates
* Achieved objectives: Conversion Rate (31%), Mystery Shopper Report (97% average)
* RTW & FW and SLG linesended respectively by24% above budget versus prior years

**work EXPERIENCE**

**ZILLI MENSWEAR – SALES AMBASSADOR**(Jun2013 – Aug2015)

**DEMSA GROUP Fashion/ Istanbul, Turkey**

Recruited to promote the House of Luxury French Menswear.Built large client base, by translating sincere belief in products into solutions for clients’ success. Gained valuable selling and business experience working for high end brand. Completed vigorous training programs.

* Achieved targets: promoted maximum sale of merchandiseoffering exclusive product & service
* Followed up with client reservations, post-sale relations, private appointments with VIP clients
* Boutique operations: prepared sales reports, placed orders on new product assortment
* Increased sales profits by 27% from Russian (Slavic), Local and European clientele
* Supportedclients with after – sale service reporting directly to Brand Management
* Established and developed a network of VIP clients/investors as part of CRM strategy

**ALEXANDER MCQUEEN – CLIENT ADVISOR**(Apr2011 – May2013)

**DEMSA GROUP Fashion/Istanbul, Turkey**

As a Client Advisor promoted Haute Couture, delivered client experience and top performance. Demonstrated excellence of dealing with high profile clients, building CRM and loyal Client Base. Maximized revenues through impactful shopping experience which identified the Brand Image

* Advised international clients, assessed their needs and luxury value perception
* Handled objections and closing sales in line with Boutique targets and company policies
* Persistently followed up with clients’ queries, constantly expanded Client Book
* Maximized CLV through cross and up selling according to the boutique KPI objectives
* Recruited new high value individuals and enhanced their brand loyalty as part of CRM strategy.
* Managed transactions above €5K through MCQ selling approach during each interaction

**S.T. REGIS – GUEST RELATION & SALES**(Mar2010 – Apr2011)

**DEMSA GROUP Hospitality/Istanbul, Turkey**

Communicated with our Partners in Russia, Georgia, Turkey and UAE including S.T. Regis, Starwood Hotels & Resorts, JW Marriot and Jumeirah Group.Provided full information about tourist products and selling excursions in the Region. Handled guest enquiries, answered to complaints and proposals.

* Have met tourist in hotels, provided the necessary information about the Country and Hotels.
* Handled hotline 14 hours a day, made emergency decisions in co-ordination with Transportation, Reservation and Sales departments.
* Assisted and supported guests with accommodation in a hotels, shuttles, flights, health and safety.
* Acted as a translator for VIP guests from English-Turkish-Russian and vice versa, accompanied them during hotel inspection and special events.

**training and CERTIFICATIONS**

* **CHALHOUB RETAIL ACADEMY – UAE, DUBAI DESIGN DISTRICT (2017)**

The First Internationally Accredited Retail Academy In the Middle East partners with Pearson’s

Body Qualification Credit Framework (QCF) – Internationally recognized program

UK Qualification body Edexcel – Accredited Retail Certification.

Attained intensive (64 hours) certification program aimed “Inspiring Excellence In Retail”

* **LALS RETAIL LLC – UAE, DUBAI (2015)**

Art of Visual Merchandising – Store Design & Concepts, Visual Displays and Brand Identity

Retail Operations – Store Management, Brand Advertising and Back Office Administration

* **DEMSA GROUP – TURKEY, ISTANBUL (2014)**

Telephone etiquette, Product promotion: premium leather goods, silk accessories. Customer Care & Selling Skills Programme – Creating Memorable Moments & Value Added Selling Skills.

**education and qualifications**

* **KYRGYZ NATIONAL UNIVERSITY n.a. JUSUP BALASAGYN (2015)**

Bachelor’s degree in Management & Business Administration

Bishkek, Kyrgyz Republic

* **HIGH SCHOOL – 50THANNIVERSARY OF KYRGYZSTAN (2010)**

Certificate of General Complete Education

Bishkek, Kyrgyz Republic

* **LANGUAGES PROFICIENCY**

Russian – Mother Tongue

English – Fluent in verbal and written

Turkish – Fluent in verbal and written

French/Arabic – Moderate level

* **SYSTEMS, APPLICATIONS, PRODUCTS IN DATA PROCESSING (SAP)**

Microsoft Office: Excel, Word, Power Point, Outlook

Oracle: Point of Sale (POS), Store Inventory Management (SIM)

Customer Relationship Management (CRM)

Oracle Hospitality: Property Management System (PMS)