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| **CONTACT ME AT**

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| --- | --- |
|  | Abu Dhabi, UAE |
|  | bwd535385@gmail.com |
|  | + 971-508169054 |

 **SOFT SKILLS**

|  |  |
| --- | --- |
|   | Change Agent |
|   | Collaborator |
|   | Communicator |
|   | Innovator |
|   | Planner |
|   | Thinker |

**CORE COMPETENCIES**

|  |  |
| --- | --- |
|   | Retail Operations Management |
|   | Sales Performance Metrics |
|   | Customer Service Excellence |
|   | Inventory Management |
|   | Team Leadership & Development |
|   | Product Placement Strategies |
|   | Product Positioning |
|   | Brand Promotion |
|   | Market & Competitive Analysis |
|   | Customer Loyalty Programs |
|   | Sales Promotion Strategies |
|   | Visual Merchandising Strategies |

**IT SKILLS**

|  |  |
| --- | --- |
|   | MS Office: Word, Excel & PowerPoint |
|   | Internet & Applications  |

**EDUCATION**

|  |  |
| --- | --- |
|   | Diploma in Active Management Consultation, Modern Business Skills, Dubai, 2018 |
|   | Computer Institute of International Department - Administration & Maintenance |
|   | Syrian International University for Science and Technology, 2005-2007 |

**PERSONLA DETAILS**

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| --- | --- |
|  | DoB: 25/03/1987 |
|  | Languages Known: Arabic & English  |
|  | Address: UAE , Abu Dhabi  |
|  | Nationality: Syrian |
|  | Passport No.: N 01103314 |
|  | Driving License: UAE issue  |
|  | Visa Status: Transferable Residence Visa |
|  | Marital Status: Single  |

 |   | **ABDULLA ABBOUD****BRANCH MANAGER** **Result-oriented professional with 14 years of UAE retail experience seeking a challenging role as a Retail Store Manager. Dedicated to leading teams to surpass sales targets, prioritize customer satisfaction, and foster a positive work culture.****PERSONAL PROFILE*** A result-oriented professional with experience in **Store Management, Inventory Management, Store Finance Management,** **Employment Engagement and Team Management.**
* Proficient in **ensuring optimum inventory levels** for achieving cost savings without hampering the production process and preparing reports for the same.
* Skillful in **curating captivating displays, organizing chocolate trays, boxes, and various confectionery item**s for a visually appealing showroom setup.
* Acknowledged for **exceeding sales goals and executing impactful sales tactics**.
* Demonstrate **expertise in enhancing customer experience**, upselling, and cross-selling to drive increased sales volume consistently.
* Expertise in **formulating strategies and reaching out to unexplored market segments** / customer groups for business expansion.
* **Expert in implementing management systems** in the organization and ensuring compliance with the process requirements
* Experience in **preparing budgets** as well as developing plans for **achievement of the goals.**
* Skilled in **building relationships with key persons** and decision makers in key accounts
* **Excellent communication & interpersonal skills** with strong analytical, team building, problem-solving and organizational capabilities.

**WORK EXPERIENCE****Pesaro Italy Fashion- Branch manager Jan’23 – Present****Responsibilities:*** **Branch Sales and Performance Management:** Regularly monitoring and analyzing sales performance, identifying areas for improvement and implementing targeted strategies to drive sales growth effectively.
* **Inventory Management:** Managing inventory levels, including replenishment and markdowns, to optimize product availability and minimize stockouts.
* **Customer Service Excellence:** Prioritizing high levels of customer satisfaction by delivering personalized service and resolving any issues promptly and effectively.
* **Effective Staff Management:** Recruiting, onboarding, and training new employees as required to maintain staffing levels and uphold service standards.
* **Financial Management:** Developing and managing the branch budget, overseeing expenses such as payroll, supplies, and operational costs.
* **Marketing and Promotion Initiatives:** Strategizing and executing local marketing initiatives to drive foot traffic and enhance brand awareness within the community.
* **Compliance and Operational Excellence:** Ensuring strict compliance with company policies, procedures, & legal regulations to mitigate risks & uphold standards of integrity.
* **Overseeing day-to-day operations**: including opening and closing procedures, cash handling, and inventory management, to ensure operational efficiency and effectiveness.
* **Market Analysis and Trend Awareness:** Utilizing market insights to adjust product offerings, pricing strategies, and promotional activities, staying responsive to evolving customer preferences and market dynamics.

**Chocolala Company - Shop In-Charge Jan’21 – Dec’22** **Responsibilities:*** **Inventory Management and Quality Assurance:** Ensured that all items in the showroom are within their validity dates, promptly removing any expired products.
* **Product Development and Marketing:** Collaborated with company management and the factory to introduce new products. Researched innovative ways to display products and devised strategies for effective advertising and sales promotion.
* **Showroom Arrangement:** Maintained an organized layout within the showroom, ensuring optimal presentation of chocolate trays, boxes, and other confectionery products.
* **Special Orders Management:** Coordinated with customers to fulfill special orders, including customization of chocolate trays and covers for various occasions such as weddings, parties, birthdays, and births.
* **Floral Arrangements and Chocolate Bouquets:** Created exquisite flower bouquets, incorporated chocolate beads to enhance their appeal for diverse occasions.
* **Employee Administration:** Managed employee affairs, including scheduling, vacations (weekly and annual), overtime management, and monitoring email correspondence with the main office, factory, and other company branches.
* **Facility Maintenance:** Ensured cleanliness and tidiness throughout the showroom, store, and workroom to provide a pleasant environment for customers and staff alike.

**Achievements:*** Successfully introduced a new product display layout, resulting in significant increase in customer engagement.
* Implemented a customer feedback system to gather insights on product preferences and shopping experiences, leading to an increase in customer satisfaction levels.
* Introduced a streamlined ordering process for special occasions, reducing order processing time and improving overall customer satisfaction.

**Paris Group - Pierre Cardin & Balmain - Sales Executive Nov’16 – Dec’20** **Responsibilities:****Sales Responsibilities:*** Conducted sales activities, achieving or surpassing targets.
* Assisted customers in selecting items and explained product features.
* Stayed updated on promotions and policies.

**Customer Service & Satisfaction:*** Provided quality service, facilitated alterations, and handled returns.
* Addressed customer complaints promptly and respectfully.
* Maintained customer records accurately.

**Inventory Management:*** Followed inventory procedures and reported discrepancies.
* Logged items requiring alteration and participated in inventory movements.

**Operational Tasks:*** Processed sales transactions, stocked shelves, and maintained cleanliness.
* Informed management about slow-moving items and security risks.
* Reported issues promptly and maintained key security.

**Achievements:*** Recognized for consistently exceeding sales targets in each quarter.
* Spearheaded a successful sales training program for new team members, resulting in significant improvement in their sales performance within the first quarter.

**Carrefour Hypermarket - Supervisor – textile Section May’11 – Nov’16** **Responsibilities:*** Ensured proper display and pricing of items in the men & ladies section.
* Managed inventory reports and proposing clearance strategies for slow-moving items.
* Handled customer inquiries, complaints, and organizing promotions.

**Achievements:*** Implemented a clearance strategy that led to an increase in sales of slow-moving items.
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