



Mohamad Rustom

Sales Retail Shop & Duty Manager
Media and Decoration Manager

Work history summary (Services and Sales)

MAF Hypermarkets (Carrefour)

- Bringing over **21 years** of experience in the retail field
 - Started in textile department for 1 year
 - During working in Saudi Arabia (4years from **2007-2011**), being section manager of textile department (Women's and Men's wear) for **2 years**, also being in-charge of the full store as duty manager (during night time)
 - Succeeds to open **8 Hypermarkets** in UAE, KSA and Bahrain. (Decoration)
 - Succeeds to open over **80 Supermarkets** including (decorating stores from A to Z in all 7 Emirates, also supporting opening of company branches in Kuwait, KSA, Oman, Qatar, Iraq, Egypt and Jordan, including daily tasks and requests between top management and stores plus suppliers relation.(Decoration)
 - Running remodeling and rebranding for full stores
 - Having experience of **10 years** Hypermarket in several locations, & over **12 years** of managing and supporting over **80 supermarkets**.
-



Dubai
United Arab Emirates



+971 56 6861859



mrustom@live.com

Professional Summary

- Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals.
 - To seek and maintain full-time position that offers professional challenges utilizing interpersonal skills, excellent time management and problem-solving skills.
 - Hardworking and passionate job seeker with strong organizational skills eager to secure entry-level position. Ready to help team achieve company goals.
 - Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy.
-



Languages:

Arabic, mother tongue

English, professional Reading, Writing, Speaking and Listening

Skills

- | | |
|-----------------------------|---------------------------|
| ✓ Continuous Improvements | ✓ Product Promotion |
| ✓ Proofreading | ✓ Team Member Development |
| ✓ Complex Problem-Solving | ✓ Staff Support |
| ✓ Budget Management | ✓ Production Work |
| ✓ Leadership Communications | ✓ Production Scheduling |
| ✓ Workflow Optimization | ✓ Campaign Implementation |
| ✓ Media Purchasing | ✓ Coordinate Promotions |
-

Functions

- Led communications and media relations activities in response to challenging situations.
- Research the latest market trends and analyze data to develop public relations strategies and tactics.
- Led implementation of best practices in support of customer service satisfaction initiatives.
- Review marketing materials and documents to ensure accuracy of branding and design direction.
- Collaborate with other departments to develop integrated strategies for branding and public relations.
- Reduce delivery times through proactive tracking and monitoring of project schedules and aggressive pursuit of client approval of print files.
- Support upcoming projects and promotion of new product launches.
- Teaching internal staff strategies for successful internal and external communications.
- Increase brand awareness by creating innovative and digital prints for major publications.
- Streamline operational processes and workflows to increase team performance efficiency and resource allocation.
- Oversee the social media presence and compliant posts to include brands and trending ideas.
- Overseeing the company's media budget, maximizing cost and sales efficiencies.
- Develop and promote the company's brand, image and identity to the media and the public.



Your Sincerely

Mohamad Rustom