



# ROY DIVINA GRACIA SANTOS

AL Lazeem Street, Central District

Al - ain, UAE

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## Career Objectives

Highly creative professional with experience in the retail industry. Proven track record of driving sales and increasing brand awareness through imaginative and innovative window displays and visual merchandising techniques. Adept in utilizing data and analytics to develop creative tactics to increase customer engagement. Skilled in working collaboratively with cross-functional teams to ensure timely product launch and rollouts. In my previous role, I regularly took the lead on significant projects and shadowed my manager to learn and understood what it takes to direct a team of people toward achieving the company's commercial and financial goals.

## Work Experience

### **Alshaya Group, Al-ain - Visual Merchandiser / Training Manager**

MARCH 2010 - APRIL 2024

Be a leader in providing top-notch visual merchandising at your store. Enhance the store's appearance and ambiance. Master our style choices and product offerings to represent the brand effectively. Take pride in the Superdry store's look and feel. Immersing yourself in the brand, prioritize our values and customers in decision-making. Make bold decisions to drive growth confidently. Manage and develop your team for high performance. Stay updated on trends, inspire others, and collaborate on new visual concepts. Continuously develop product knowledge and support store activities. Deliver outstanding customer service and memorable experiences, and assist with brand visual displays as needed.

### **Alshaya Group, Al-ain - Cashier / Sales Associates**

APRIL 2009 - APRIL 2024

Sell products, meet customer needs, Service accounts, Obtain orders, and establish new accounts. Operate cash registers, Process payments and returns, maintain checkout area cleanliness, perform opening/closing procedures, Restocking, and cleaning to ensure smooth operations in sales outlets.

### **Alshaya Group, Muscat, Oman - Storekeeper in-charge**

SEPTEMBER 2008 - APRIL 2009

Receives, Inspects, and Inventories products using company software. Maintains shelf quantities, generates price labels, orders replacements, and discards empty packaging. Prepares products for shipment, operates tracking scanners, and assists in order processing. Uses machinery safely and contributes to team effort.

## Education

### **Balara High School, Philippines - *High school Diploma***

SY 1993 - 1998

Secondary High School

## Personal Skills

Planning, Organizing, Scheduling, Setting standards, Procedures, Communication, Customer service, Sales, Leadership, Marketing, Project management, Analysis thinking, Teamwork, Merchandising Strategy, Visual Communication, Cash handling, Stock Management, Relationship Management, Product Placement, Compliance and Quality Assurance.

## Awards & certificates

### **Alshaya Group, Al-ain - *15th years in service***

SEPTEMBER 2023

In appreciation of 15th years of service within the alshaya group. dedication, loyalty and outstanding long term personal contribution to the ongoing success of our business is sincerely recognised.

### **Alshaya Group, Al-ain - *Visual Merchandiser Essentials***

MARCH 2024

Visual merchandising combines imagination and commerce, transforming stores into irresistible retail environments. It can evoke desire, inspire impulse buying and encourage customers to discover new products.

### **Alshaya Group, Al-ain - *Employee of the Month***

MAY 2018, OCTOBER 2022, JUNE 2023

Contributing to a great teamwork atmosphere and morale through the selfless sharing of expertise and active involvement in brainstorming sessions and increase in satisfaction from our customers with the most solved customer issue.

### **Alshaya Group, Al-ain - *PCI DSS-Information Security Awareness Certification***

MARCH 2018, AUGUST 2022, MARCH 2023

Valuable contribution to alshaya compliance journey.

## Driving license

DECEMBER 2017 - DECEMBER 2024

**License Number :** 241608

**Place of Issue** : ABU DHABI

**Date of Issue** : 5th December 2017

**Date of Expire** : 2nd December 2024