

WALEED NORAT



Dubai UAE



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PROFESSIONAL SUMMARY

Experienced Multi-Unit Manager specializing in F&B, and Petroleum Marketing known for building top-notch teams of managers and staff. Adept at optimizing site operations, fostering productivity, and emphasizing attention to detail, effective staff management, and HSSE. Seeking an opportunity to leverage extensive experience in managing multiple sites for enhanced success in the retail and F&B sectors.

WORK HISTORY

Retailer, 10/2018 - 06/2023

Shell Canada, Canada

- Successfully Operated two of the largest sites in Western Canada, with a heavy emphasis on HSSE, 1 of the sites being an state-of-the-art NTI.
- Operated a proprietary Deli and a Cafe within the Convenience Store.
- Operated the first site in Western Canada with EV chargers and promotional screens at the pumps.
- Managed a team of 16 Staff Members and three managers.
- Increased sales and profits by following corporate directives and having an excellent relationship with Vendors.
- Reconciled fuel daily and reported and discrepancies to the proper channels immediately.
- Followed up on weekly inspections done by the site managers.
- Increased sales for the cluster to 20% over business plan.
- Made sure all logs, schedules and cleaning cycles were up to date.
- Maintained a remarkably close relationship with franchisee of the QSR attached to the building and held monthly meetings to address any issues that needed to be resolved at the site level.
- Created and relayed back financial statements back to the head office.
- After the outbreak of Covid-19 created and implemented an extraordinarily strong cleaning and sanitizing schedule for all high touch surfaces.
- Contracted assorted services for upkeep and maintenance of sites.
- Gave managers a weekly budget for orders based on previous year's sales to keep up with increase in demand and to keep inventory levels in check.
- Managed to be within the Top 3 Clusters in Canada.

Cluster Sites Operator, 10/2016 - 09/2018

Black Gold West Operating Group, British Columbia North & Alberta

SKILLS

- People Management
- Marketing
- Customer Service
- Relationship Building
- Customer Engagement
- Goal-oriented mindset
- Inventory management
- Sales expertise
- Attention to detail
- Customer service excellence
- Loss prevention
- Empathy and understanding
- Cross-selling techniques
- Visual merchandising
- Upselling strategies
- Store operations
- Retail Merchandising
- Team leadership

- Successfully operated a cluster of four sites in Northern BC and rural Alberta (2 Provinces).
- Was responsible for hiring and training fresh staff, payroll and managing a team of seventeen people. Reconciled Cash, Tobacco, Lottery and Gasoline Inventories daily. Held Monthly staff meeting to refresh staff on new promotions and to review and refresh staff on safety and security protocols. - - Increased sales and profits through better buying, and training staff to up sell to all guests that entered sites.
- Ordered in store merchandise, through proper stock and order sheet on a weekly basis to cut down on wastage.
- Was responsible for all operations of gas stations as well as Top and Bottom Lines.
- Was able to take 1 site to Top 3 in Canada with regards to set KPIs.

Independent Site Operator, 09/2009 - 03/2013

Circle K Canada, Ontario Canada

- Successfully launched and managed a NTI with an immense focus on food service.
- Trained and supervised staff members for the new establishment.
- Placed initial orders and maintained proper stock levels using a Stock and Order Sheet for Food Service, Perishables, and Tobacco Items.
- Conducted daily reconciliations for Cash, Lottery, and Tobacco products.
- Managed daily banking responsibilities, ensuring safe and secure deposit procedures.
- Quickly achieved the Number 1 position in food service sales across all of Ontario through effective training and offering fresh, sanitary food options for customers.
- Ensured completion of quarterly training manuals for both personal and staff development.
- Completed Weekly walk-through of competitor sites.

EDUCATION

Bachelor of Commerce, Management, 06/2009

University Of Ottawa - Telfer School Of Business - Ottawa Ontario

LANGUAGES

English <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> Bilingual or Proficient (C2)	Hindi <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> Advanced (C1)
Urdu <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> Advanced (C1)	Gujarati <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> Upper intermediate (B2)
Arabic <div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> Elementary (A2)	