Ahmed Morsy

Store Manager & Visual Merchandiser Manager

#  **Professional Profile:**

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**Ahmed Mohamed Morsy**

Address: Elmaadi- Cairo - Egypt

Mobile: +201211930203

E-mail: ahmedmorsy96@gmail.com

**Skype ID: ahmedmorsy961**

**PERSONAL INFORMATION:**

Date of Birth : 02/07/1984

Nationality : Egyptian.

Religion : Muslim.

Military status: Exempted.

Marital status : Married

**ACADEMIC EDUCATION:**

University: Ain Shams University.

Faculty: Faculty of Commerce.

Major: Accounting.

Graduation Year: 2005.

**SKILLS:**

-Very strong leadership, interpersonal and delegation skills, proactive personality.

-Working in a fast paced fashion environment, able to react and take the initiative quickly.

-Attention to detail, creativity, organization, artistic ability, imagination and have a good design sense.

-Working knowledge of current marketing tools and techniques.

-Solid problem solving, Ability to multitask and work well under pressure.

-In depth technical knowledge and understanding of discipline key, work processes as well as procurement cycle and vendor documentation process.

-Strong administrative background.

-Excellent verbal and written communication skills.

-Excellent customer care skills and time management.

- Natural affinity for computers and new technology.

-Preparing and implementing various training.

-Trained safety auditor and safety committee officer.

**WORK EXPERIENCE:**

**\*Store Manager**

Mainly responsible to ensure an excellent level of customer service is a priority at all times by executing and achieving the Customer Experience consistently through regular assessment, coaching and follow-up with team, also maintaining high standards of visual proposition through use of new lines to continuously update and re-freshen the look of the store.

Feb **2021**- Jul **2021**

**\*Store Manager** at : **Ximivogue**  **Mall of Arabia**

May **2019** - may **2020**

 **\* Store manager** at : **MINISO**

Dec **2017** – Mar **2019**: **Legardere Travel Retail** **Riyadh, Saudi Arabia**.

\* **Store department Manager** at ( **King Khalid International Airport** ) **Duty-free**

Dec **2015** – Oct **2017** :  **Alhokair Group Riyadh, Saudi Arabia.**

\* **Store Manager** at ( **Zara Men** ) ( Galleria Mall ).

Jun **2014** – Jun **2015** : **Feisal Elrasheed Group Cairo, Egypt.**

\* **Visual Merchandiser Manger** at ( **Nasser Sport) Megastore**  ( Head Office- 6TH October)

 Apr **2012** - Oct **2012** : **AlShaya International Trading Co. Jeddah - Saudi Arabia.**

\***Visual Merchandiser Manger** at **River Island** (Head Office ).

Apr **2010** - Mar **2012** : **AlShaya International Trading Co. Jeddah, Saudi Arabia.**

\***Assistant Store Manager** and **Administration** at **River Island**. (Mall Of Arabia ).

Oct **2008** - Mar **2010** : **AlShaya International Trading Co. Jeddah, Saudi Arabia.**

**\*Visual Merchandiser** at **River Island.** (Mall of Arabia, Tahlia Center & Aziz Mall).

 Feb **2005**- Nov **2006** : **Fashion International Group. Cairo, Egypt.**

\***Sales Agent** at ( **Mango** ). Opening Store (City Stars).

**KEY SKILLS & COMPETENCIES:**

- Customer Focus, Tracking Budget Expenses, Pricing and Staffing,

- Market Knowledge, Strategic Planning, Management Proficiency,

-An eye for interior designs and putting showroom displays together.

-Experience of space or visual planning within the retail sector.

-Achieving business objectives by delegating.

-Proven ability to make commercial decisions that make an impact.

-Excellent sense of brand empathy.

-Fully mobile with good time management skills.

-Possess graphic design skills and experience of window décor simulations and special window concepts.

**Language Skills:**

Arabic : Native Language.

English : Good.

**Computer Skills:**

Advanced knowledge of using

 (Word - Excel - Internet – PowerPoint -Adobe Photoshop Designer).

**WORK DUTIES & RESPONSIBILITIES**

**1- Store Manager:**

-Completes store operational requirements by scheduling and assigning employees; following up on work results.

-Maintains store staff by recruiting, selecting, orienting, and training employees.

-Maintains store staff job results by coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results.

-Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.

-Identifies current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements.

-Ensures availability of merchandise and services by approving contracts; maintaining inventories.

-Formulates pricing policies by reviewing merchandising activities; determining additional needed sales promotion; authorizing clearance sales; studying trends.

-Protects employees and customers by providing a safe and clean store environment.

-Maintains the stability and reputation of the store by complying with legal requirements.

-Maintains operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.

-Contributes to team effort by accomplishing related results as needed.

-Motivate staff and maintain a positive work environment.

-Purchases inventory by researching emerging products, negotiating volume price breaks, placing and expediting orders; verifying receipt.

-Maintains inventory by checking merchandise to determine inventory levels; anticipating customer demand.

**2- Visual Merchandiser Manager**

- Design the display window and the layout of goods in the retail store.

- Organizing the effective and efficient utilization of store space.

- Provides an up to date, consistently changing store display with brand specific guidelines and strategy.

-Constantly come up with new ideas for store design and layout plans, and come up with other promotional ideas and marketing gimmicks in order to attract more buyers and generate more attention.

-Ensure that all the goods are presented well to the customer and are pleasing to the eye.

-Ensure that the environment within the store is welcoming, warm and ambient.

-Manage the inventory and decide how many items need to be displayed and stocked at one particular moment.

-Working closely with the management and marketing team to increase sales.

-Working with the VM Manager & sales teams to achieve commercial goals.

-Involved in rearranging, remerchandising & replenishing new stock as it arrives.

-Analyzing sales figures and forecasting future sales volumes.

-Delivering weekly floor moves, window installations and mannequin styling.

-Translating catalogues & promotions into real designs on the showroom floor.

-Reporting on mark down strategies, current performance and market trends.

-Aware of all the latest fashion trends like colors and textures of the season

-Sketches designs and store layout to maximize visual impact

**WORK SHOPS & PROGRAMS**

* + Program “Grow with us” 2012 at Alshaya yearly course.

Program contents:

 Quality Services, Product knowledge , Customer care and Customer Serves.

* + Business Writing Course work shop. 2013.

**INTERESTS**

Drawing , travel, reading, driving, technology and cooking.

Thank you for taking the time to look over my qualification, looking forward to hearing from you, at your convenience.

 **Sincerely,**

Ahmed Morsy