



Ahmed Ibrahim Mohamed Ibrahim

Visual Merchandiser

PROFILE

A visual merchandising leader with over 10 years of experience specializing in planograms, merchandising, strategic planning, and product marketing. A strong history of creating engaging visual displays and identifying optimal sightlines and focal points to maximize product exposure.

Personal information

Date of birth: 01/11/1988
Marital Status: Single
Nationality: Egyptian
Military service: Exempted

CONTACT

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WORK EXPERIENCE

Visual Merchandiser

Al Shaya , H&M , City Centre, Alexandria.

From 2016 till Feb 2024

➤ Responsibilities

- Define, design and implement a creative visual merchandising strategy.
- Create appealing and eye-catching visual displays that lead the customer through the entire store.
- Produce window displays, signs, interior displays, floor plans and special promotions displays.
- Identify key messages and set a clear image of the end result.
- Come up with, revise and present design ideas with assistant merchandisers.
- Act in alignment to the organization's culture, products, image and target market.
- Monitor costs and work within budget.
- Oversee the production and brief staff on arranging displays.
- Change displays to promote new product launches and reflect festive or seasonal themes.
- Liaise with suppliers and source elements.
- Research lifestyle, demographics and design trends.

Sales Advisor

Al Shaya , H&M , City Centre, Alexandria.

From 2012 till 2016

➤ Responsibilities

- Actively greet and engage with our customers in the service areas and on the sales floor to provide the best customer experience.
- Support in the maintenance of a neat and tidy sales floor to ensure a positive shopping experience inclusive of folding, hanging, displaying, and merchandising garments per H&M guidelines to maximize selling opportunities.
- Unload delivery truck, receive, open, and unpack merchandise and label merchandise with security tags within efficiency timeline goals.
- Actively process, stock, and replenish garments on sales floor and stock room.

- Ring on the register, report and handle all required transactions, issue receipts, and fold and place merchandise in appropriate bag following the register best practices routine.
- Eager to educate and promote our H&M Loyalty program to our customers.
- Share your knowledge and skills with your colleagues, offering help where needed to build a positive working environment.
- Work in accordance with H&M standards and local legislation with health & safety and security routines, to guarantee you, your colleagues, and customer safety at all times.
- Follow all procedures and routines regarding safety, security, and administrative processes in all areas of the store.

Sales Associate

SAS Egypt , Calliope , City Centre Alexandria.

From 12/5/2011 to 3/6/2012

➤ **Responsibilities**

- Balancing cash registers with receipts.
- Dealing with customer refunds.
- Keeping the store tidy and clean, this includes hovering and mopping.
- Responsible dealing with customer complaints.
- Working within established guidelines, particularly with brands.
- Attaching price tags to merchandise on the shop floor.
- Responsible for security within the store and being on the lookout for shoplifters and fraudulent credit cards etc.
- Receiving and storing the delivery of large amounts of stock.
- Keeping up to date with special promotions and putting up displays.

Sales Associate

Intersport , City Centre Alexandria.

from 15/7/2008 to 3/10/2010

- Greeting customers who enter the shop.
- Be involved in stock control and management.
- Assisting shoppers to find the goods and products they are looking for.
- Being responsible for processing cash and card payments.
- Stocking shelves with merchandise.
- Answering queries from customers.
- Reporting discrepancies and problems to the supervisor.
- Giving advice and guidance on product selection to customers.
- Balancing cash registers with receipt.

EDUCATION

High Institute for Tourism ,Alexandria University

From September 2005 to November 2009

Bachelor of Computer Science
Grade Passed

CERTIFICATES AND TRAININGS

- Customer service training from 360 solutions for trainings.
- Active selling and Cross Selling From 360 solutions for trainings.
- Communication Skills from 360 Solutions.
- Retail Standard.
- Visual Merchandising Standards.
- Advanced Customer Service Dale Carnegie Trainings.
- TOT training from Dale Carnegie.

SKILLS

- Team leadership
- Excellent Communication.
- Ability to handle the stress.
- Analytical Skills.
- Operation management.
- Staff development.
- Process improvement.
- Ability to take the decisions.

PROGRAMS SKILLS

- Microsoft office Excel, PowerPoint, Word, Mail
- Pivot tables.

LANGUAGES

- Arabic native language.
- English (writing and speaking)

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