

Hend Awad

Store Management | Fashion Sales | Retail | Fashion Industry

Mobile: +20 128 869 4433

:058305 5396

Email: awadhend595@gmail.com

[LinkedIn Profile](#)

Visa Status: **Touristic visa**

Nationality: Egyptian

Address: Dubai. UAE

El Agami - Alexandria. Egypt. [Currently located]

Experienced in Fashion Sales (3+ years of experience), Store inventory management, & People management, along to software technical expertise (Microsoft Office Excel). I acquired the needed skills that allows me to add the value you're looking for, when I join your team.

Core Competencies

- Sales Target Management
- Inventory Management
- Merchandising
- Customer service
- People management
- Customer relationship building
- Product knowledge
- Consumer behavior
- Selling skills
- Handling cash
- Reporting

Professional experience

Carina wear. Egypt

International Egyptian fashion company, operating in 3 countries [Egypt, Iraq & KSA] with employee #5.000+ [website](#)

Store Manager – El Agami Branch. Alexandria

[August 2021 - Present]

- Promoted to be "Store Manager" for El Agami in western Alexandria. After one year only of employment.

- Accounted for leading day-to-day operations, maintaining visual merchandizing standards, and guiding sales personnel to perform at best.
- Responsible for stock transfer, stock take and inventory counts.
- Shielded weekly bank account deposit of generated sales, to the company's account.
- Implemented loss prevention measures to safeguard inventory and assets. Ensuring compliance with security procedures and protocols
- Managed staff scheduling for the branch.
- Regularly attended meetings with other departments & area managers.
- Analyze systems reports to monitor SKU's and category sales vs. targets and propose recommendations and action plans accordingly.

Assistant Store Manager – Orouba Mall Branch

[Feb 2021 – Aug 2021]

- Accounted for introduction and orientating employees to “store floor divisions and stock structure”.
- Deal with all issues that arise from staff or customers (complaints, grievances, etc.)
- Pro-actively controls and manages all existing and potential customer data understanding the local market and competition, and propose ideas on how to maximize branch sales.

Retail Fashion Sales - Orouba Mall Branch

[Sep 2020 – Feb 2021]

- Build and maintain customer experience standards in order to build strong loyalty
- Address customers' queries about products, prices, availability, product uses, and services
- Communicate with customers to assess their needs, provide assistance in satisfying those needs and meeting or surpassing customers' expectations
- Advise customers on product ranges best suited to their needs

Education

Licentiate's Degree of Early Childhood Education – Alexandria University. Egypt [2020].

Courses & Certificates

- Visual Merchandizing Essentials – Alison.com [2024]
- Retail Sales & customer communications – Alison.com [2024]
- Retail Marketing Management – Alison.com [2024]
- English course for fashion – Alison.com [2024]
- High Impact onboarding for higher employee retention – Carina Wear/employee development program [2022]

Skills

Professional

- Operations management
- Need identification.
- Staff scheduling and handling
- Action plans
- Distribution center communications (Main office/branch)
- Customer complaints handling
- Sales calls
- Timeline management (short deadlines)
- Written & oral communication.
- Reporting [daily, weekly & monthly basis]

Technical:

- Microsoft office (Word, Excel, Power point)

Personal

- A champion in organizing time effectively and handling multiple tasks efficiently.
- Punctual, focused and sharp with meeting deadlines and managing timelines.
- Enthusiastic to achieving goals without needing pressure from others.
- Able to dissect complex problems into single manageable components

Languages

- Arabic (mother tongue)
- English (fair)