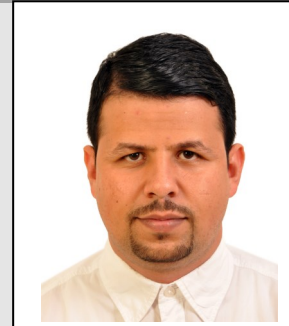


PERSONAL INFORMATION:

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PERSONAL INFORMATION:

Have a great experience in retail 13 years+ at Apparel Group, Daffah Group & Currently Keden International.
My goal is to be a successful leader in Operations Management where I can utilize my potentials, experience and capabilities seize the opportunities for professional development.

Current Work History & Key points:

Sales Manager –Keden International
The Face Shop, Cosmetics - Korean Brand

01 -June-2021..Present

- * Create team structure, sales team & VM team.
- * Build VM standard
- * Participate in product development.
- * Manage sales team, include area Managers, coordinators, supervisor & store Managers.
- * Plan year budget and KPIS goals.
- * P&L monthly review.
- * Sale, promo planning on monthly basis.
- * Share ideas and work together with marketing team.
- * Monitor and support training team to improve customer service.

Retail Sales Manager –Daffah Company
Daffah Apparel & Fashion

13-Sep-2020.. 31-May-2021

- * Team management
- * Product development
- * Standard creating
- * Business expansion
- * Sales Strategies

Work History:

Retail Ops Manager - Apparel Group

July-2018 .. 09-Sep 2020

Ardene – Canadian Fashion Brand

- * Recruit, train and supervise store team.
- * Ensure all operations are carried on in an appropriate, cost-effective way.
- * Communicate job expectations, planning, monitoring, appraising and reviewing job contributions of each employee.
- * Work with the board of directors to determine values and mission, and plan for short and long-term goals.
- * Examine financial data and use them to improve profitability.
- * Review and approve all operational related invoices and ensure they are submitted for payment.
- * Assist HR with recruiting when necessary.
- * Help promote a company culture that encourages top performance and high morale.
- * Oversee budgeting, reporting, planning, and auditing.
- * Ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
- * Identify and address problems and opportunities for the company.
- * Purchase materials, plan inventory and oversee warehouse efficiency.
- * Perform quality controls and monitor production KPIs.
- * Find ways to increase quality of customer service.
- * Conduct regular meetings with team to discuss about issues, concerns, updates etc.
- * Inspiring and motivating employees to perform at their best through positive encouragement and incentive initiatives.

Key Achievements:

- * Improvement in product (Styles, colors and collections) to meet the market latest trends and customers' expectations.
- * Ensure right size ratio buying.
- * Aging stock % reduced from 35%... 10%.
- * Successfully launched two new stores.
- * Achieved the sales target.
- * Increased the UPT from 2,3 to 3.2.
- * Have managed to increase the ATV to SAR 369.
- * Generated WhatsApp sales of SAR 12,000 in one month.
- * Contribute to the overall sales with SAR 500,000 through the online channels.

Work History:

Brand Merchandiser/ Area Manager – Apparel Group

Feb-2011- June, 2018

Dune London – Bench – aftershock – Pretty Fit – Princess & Cult – Juicy Couture – Shoe Studio – Birkenstock

- * **Dune London**, Footwear & Accessories.
 - * 8 Stores, 56 employs
- * **Bench**, Fashion
 - * 11 stores, 85 employees.
- * **Aftershock**, Fashion
 - * 10 stores, 65 employees
- * **Pretty Fit**, footwear and bags.
 - * 3 stores, 15 employs
- * **Princess & Cult**, footwear and bags.
 - * 4 Stores, 16 employees
- * **Juicy Couture**, high fashion, bags and accessories.
 - * 5 stores, 33 employees
- * **Shoes Studio**, footwear and bags (big stores) less store 900 sqmt
 - * 4 stores, 37 employees
- * **Birkenstock**, footwear and accessories
 - * 4 stores, 25 employs

Key Responsibilities-Main Highlights

- * Sales
- * KPIS
- * Brand Standard
- * Product
- * Customer Service improvement
- * Goals achievement

Academic Qualifications:

- * **Diploma of English Literature**
Faculty of Arts – Yemen – Taiz (2007)
- * **Diploma – English Conversation**
America Borg for Preparation – Yemen – Sana’a (Feb 2009)
- * **Secretarial diploma**
America Borg for Preparation – Yemen – Sana’a (Feb 2013)

Online Courses:

- * Advanced Microsoft Excel - Issuing authority 365 Data Science
- * Advice for Leaders During a Crisis - Issuing authority LinkedIn
- * Coaching Skills for Leaders and Managers - Issuing authority LinkedIn
- * Developing a Learning Mindset - Issuing authority LinkedIn
- * PivotTables in Depth - Issuing authority LinkedIn
- * Introduction to Formulas and Functions - Issuing authority LinkedIn
- * Facilitation Skills for Managers and Leaders - Issuing authority LinkedIn
- * Introduction to Microsoft Excel - Issuing authority 365 Data Science
- * Learning Excel 2019 - Issuing authority LinkedIn
- * Managing in Difficult Times - Issuing authority LinkedIn
- * Minute Tips for Senior Leaders - Issuing authority LinkedIn
- * Operations Management Foundations - Issuing authority LinkedIn
- * Minute Tips for Senior Leaders - - Issuing authority LinkedIn
- * Operations Management Foundations - Issuing authority LinkedIn
- * Excel: Tips and Tricks - Issuing authority LinkedIn
- * PowerPoint 2016: Tips and Tricks - Issuing authority LinkedIn
- * Sales Forecasting - Issuing authority LinkedIn