

# **Curriculum Vitae**

**Female**

**D.O.B. 30 April 1984**

**Number of years working in industry: 16 years 1 month**

**Candidate ID Number:** 14012

**Nationality:** Ethiopian

**Language Skills:**

Fluent: English, Amaharic  
Basic: Arabic

**Permitted to work in:** Ethiopia

**Position Sought:** Spa Consultant, Spa Manager, Salon Manager, Assistant Manager, Treatment Manager / Spa Trainer, Area Sales Representative, Retail Professional, Beauty and Spa trainer

## **Personal Statement**

Seeking work in UAE and International Locations

## **Employment History:**

**October 2012 - Present - Retail Professional** at (most recent employer hidden for confidentiality) Dubai/ UAE , UAE - United Arab Emirates, (Product Company)

### **Duties included:**

- Responsible for a portfolio of eight brands - namely Aigner, Cerruti, Diesel, Just Cavalli, Karl Lagerfeld, Police, Marc Jacobs, and Michael Kors, Armani Exchange, The Organic Pharmacy, REN, RANCE, Nougat London, Montegrappa, The Scent of Departure and Molibal Milano.
- Support the Line Managers in identifying training needs, deciding on the type and number of training required.
- Formulate individual development plans to ensure that trainings and coaching provided support the company and individual goals.
- Conduct company induction programs for new joinees by providing in-depth information on the products, job responsibilities, sales technique, customer service standards and policies & procedures.
- Build relationships with brand principals to ensure training delivered in the UAE is consistent with international standards.
- Build relationships with operations and area Managers to ensure that training provided improves productivity.
- Regular stores visits to carry out post training evaluation & offer quality data reports relating to completed training.
- Assist HR and Area Managers in selection of new recruits.
- Being involved in counseling and disciplinary investigations.
- Coordinate soft skills training activities for store based staff.
- Responsible for building awareness about company policies and procedures to newly joined and existing staffs.
- Make sure that all employees are abiding by the grooming standards and other company standards.
- Adapt & create training materials for store staff on an ongoing basis to maximize sales & render high quality customer service.
- Organize qualitative & cost controlled trainings to ensure effective and timely administration of the training programs.
- Pro actively seek new approaches to ensure training methods ensure maximum productivity and results.
- Ensure brands philosophy and brands standards are being implemented, reinforced and maintained by all staff.
- Review mystery shopping customer service program survey results in conjunction with the brand Managers.
- Evaluates current training results and strategies and provide feedback while providing transparent performance appraisal/ review.

### **Products worked with:**

Aigner, Cerruti, Diesel, Just Cavalli, Karl Lagerfeld, Police, Marc Jacobs, and Michael Kors, Armani Exchange, The Organic Pharmacy, REN, RANCE, Nougat London, Montegrappa, The Scent of Departure, Molibal Milano, Pevonia

Botanica, Elemis and Espa.

**November 2009 - August 2012 - Sales Executive/Educator** at Pevonia Botanica , Dubai/ UAE , UAE - United Arab Emirates, (Product Company)

#### **Duties included:**

- During my employment I worked on a variety of high profile campaigns, merchandising, promoting and selling products and services face to face for clients.
- Increasing sales and raising brand awareness for the brand I represented.
- Drive sales through consultative selling and sourcing new leads.
- Fundamental aspects of the role included product demonstrations, product knowledge training and customer services.
- Obtain efficient visibility and exposure for the brand at point of sale and establish a marketing calendar with dedicated activities.
- Developed annual skin care training agenda.
- Create training presentations.
- Perform demonstration for beauty therapists.
- Conducted refreshment courses and in-spa training.
- Assured to provide dermatology basic training method to trainees.
- Assesee spa and therapist's performance.
- Developed and submitted reports and plans to managers.

#### **Products worked with:**

Pevonia Botanica

#### **Education and Qualifications:**

##### **2007 Cleopatra and Steiner Beauty College, Dubai**

CIDESCO, CIBTAC Spa management (level 3)

Beauty therapy.

Body therapy.

Electrolysis.

Ear candling.

#### **Product Training:**

##### **September 2009 Bio derma/ Nuxe/ Pevonia Botanica**

UAE

Product Knowledge and application

#### **Vocational Qualifications**

Certificate in journalism and public relation.

Certificate in Computer Assisted English.

Certificate in foundation management.

Certificate in Beauty Salon Requirements (ministry of education and youth of UAE).

#### **Hobbies and Interests**

Golf, shooting, Reading, Cooking

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