

MOSTAFA FAROUK

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PROFESSIONAL SUMMARY

Trusted advisor, self-motivated and commercially focused Assistant Tenant Relations professional with 10+ years of a proven track record of developing and delivering business-focused initiatives, and support across a variety of organizations in the Middle East focus on Shopping Mall Management, Facilities Management, and Asset Management.

Throughout my 5 +years of experience with MERAAS, UAE I was able to utilize both my communication and presentation skills to supervise and train junior associates' team on the ultimate techniques to deliver premium customer service. I looked over all critical customer service issues and provided recommendations that had led to a retention rate of 75% among the top of our customers. My hard work and dedication resulted in an increase in customer satisfaction rate over the past 2 years.

Working in diversified business environments has exposed me to a breadth of cultures, philosophies, and ideologies, each of which has taught me to develop respect and ultimately become a trusted team member. My career foundation is built on strong commitment, integrity, core values and best practices primely focused around people.

SKILLS

- Tenant Relationship
 - Tenant Retention
 - Leasing Management
 - Security Operations
 - Soft Services
 - Shopping Mall Operations
 - Retail Management
 - Customer Communication
 - Reporting & Troubleshooting
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WORK HISTORY

JUN 2019- PRESENT

Client relationship manager /Etjar investments LLC / Dubai,UAE

- Building and maintaining relationships with clients and key personnel within customer companies.
- Conducting business reviews to ensure clients are satisfied with their products and services.
- Alerting the sales team to opportunities for further sales within key clients.
- Letting customers know about other products the company offers.
- Attending meetings with clients to build relationships with existing accounts.
- Achieving client relationship targets and KPI's as set by the Head of Sales.
- Working closely with Account Managers and Sales Consultants.
- Act as a landlord for property owners and help them navigate the property market
- Advertise available properties using a variety of media and promoting materials
- Determine the needs, living standards and economic viability of prospect customers
- Confirm rental application data and personal references
- Stay knowledgeable of the property market status
- Provide information on all aspects of properties (expansion, zoning, crime etc)
- Negotiate leasing terms and conditions and close deals
- Ensure proper maintenance and inspect properties periodically
- Present properties and provided amenities in a positive light to prospective tenants

JANUARY 2016-APRIL 2019

Assistant Tenant Relations | MERAAS Holding | Dubai, UAE

- Key point of contact for 120 retailers/tenants ensuring mall management objectives are clearly understood & tenant grievances heard & addressed efficiently.
- Foster closer relationship between tenants and the management team.
- Disseminate information to the tenants on all operational matters.
- Ensure all tenants and key stakeholders are aware of the Box Park standards and services.
- Provide consultations to tenants on their operation's needs.
- Design, conduct, evaluate and interpret tenant satisfaction surveys.
- Maintain systems for collating and reporting on retail development and performance.
- Collection and evaluation of tenant sales data trends, opportunities and risks to identify areas of opportunities for Box Park.
- Monitor and analyze tenants' mid to long term performances to ensure tenants' performance meets Box Park objectives.
- Provide report performance metrics to the senior Mall Management team.
- Generate the Tenant Activity Management Reports and recommendations.

- Ensure Retail Tenant Adherence to Industry, Mall and Governmental Regulatory Standards and Procedures.
- Identify and ensure that the Box Park standards are communicated to all tenants and implemented accordingly.
- Monitor and measure tenant compliance to specified standards to ensure their operation within guidelines of their signed lease agreement, regulations and Tenant Handbook obligations.

SEPTEMBER 2014-DECEMBER 2015

Retail Customer Relations Officer | MERAAS Holding | Dubai, UAE

- Deal with customer feedback and general inquiries.
- Provide customers with relevant information including products and services details.
- Identify and assess customers' needs to achieve expected service quality level.
- Build sustainable relationships of trust through open and interactive communication.
- Provide accurate, valid and complete information by using the right tools.
- Handle complaints, provide appropriate solutions and alternatives within the time limits and follow up to ensure resolution.
- Keep records of customers interactions, and file documents.
- Follow corporate communication procedures, guidelines and policies.

DECEMBER 2011-AUGUST 2014

Customer Relations Manager | Dimensions Productions LLC | Dubai, UAE

- Attract potential customers by answering service questions; suggesting information about other potential services.
- Open customer accounts by recording account information.
- Maintain customer records by updating account information.
- Resolve customer problems by clarifying the customer's complaint, determining the cause of the problem, selecting and explaining the best solution to solve the problem, expediting correction or adjustment, following up to ensure resolution.
- Maintain knowledge of company's services and keeping up to date changes in services lines, strategies, and other corporate changes.
- Meet with other managers to discuss possible improvements to customer service.
- keep accurate records of discussions or correspondence with customers.
- Communicate courteously with customers by telephone, email, letter and face to face.
- Investigate and solve customers' problems, which may be complex or long-standing problems that have been passed on by customer service assistants.
- Handle customer complaints or any major incidents.

JULY 2009-FEBRUARY 2011

Senior Consultant | ACE Life Insurance | Cairo, EG

- Confer with customers all information about products and services, to take orders or cancel accounts, or to obtain details of complaints.
- Keep records of customer transactions, recording details of inquiries, complaints, and comments, as well as actions taken in Customers Database.
- Resolve customers' service or billing complaints by performing activities such as exchanging merchandise, refunding money, and adjusting bills.
- Check to ensure that appropriate changes were made to resolve customers' problems.
- Determine charges for services requested, collect deposits or payments, or arrange for billing.
- Complete contract forms, prepare change of address records, and issue service discontinuance orders, using Database.
- Report to Relationship Manager.

NOVEMBER 2006-JUNE 2009

Sales Rep. | Mansour Chevrolet Automotive Group | Cairo, EG

- Perform walk-around with customer and demonstrate features of suitable vehicles;
- Discuss customers' needs by understanding their interests and requirements matching requirements and interests to various models, etc. and advise them on the most suitable vehicle.
- Advise customers regarding payment options; loans and leasing banking terms.
- Negotiate the sale price of vehicles include cash payments or a car loan.
- Highlight additional products to customers such as accessories or after sales service.
- Maintained contact with existing customers through meeting, emails and by phone.
- Updating Customers Profiles Database.

INTERNSHIPS

JULY 2005-AUGUST 2005

PricewaterhouseCoopers, Cairo, EG - Marketing Department.

JUNE 2004-AUGUST 2004

PricewaterhouseCoopers, Cairo, EG - Administration Department.

JUNE 2003-AUGUST 2003

Egyptian German for Construction Industries, Cairo, EG - Marketing Department.

EDUCATION

2006

B.Sc. Business Administration, Major: Social Studies

LANGUAGES

Arabic (Native - Fluent)

English (Professional - Fluent)

PERSONAL INFORMATION

Nationality: Egyptian

Date of Birth: November 03, 1984

Marital Status: Married

Visa Status: UAE Resident