



FADI HALAK

Retail Area Manager

Results-focused **Retail Area Manager** offering **18+ years** of experience leading talented sales personnel. Successful at engaging with staff by discussing sales performance, maintaining accountability and acknowledging excellent performance. Driven to maintain service standards by supporting staff in handling service issues and customer communications. Proven experience in leading and overseeing retail and luxury high-end brands business activities. Strong history of devising precise and targeted business operations plans, managing retail areas, reviewing performance and driving change, managing customer satisfaction & CRM. Forward-thinking leader with expertise in setting goals, quality standards and sales initiatives while leading quick and efficient attainment of objectives.

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📍 Dubai, United Arab Emirates

SKILLS

Customer Relations Management

Tracking Budget Expenses

Vendor Relationships

Strong Market Knowledge

Staffing & General Management

Strategic Planning

Client Relationship Management (CRM)

Verbal Communication Skills

Products Knowledge

Market Knowledge

Professional Analysis

Sales Management

WORK EXPERIENCE

Retail Area Manager

Alexandre.J



01/2018 - Present

United Arab Emirates

Job Responsibilities

- Successfully managing and operating boutiques - shop in shop concepts in the area, ensure top-notch customer service which led to boost revenue and client retention.
- Achieving overall sales targets and budgets by implementing successful strategies to attract clients.
- Controlling costs and minimizing overheads to increase company revenue.
- CRM - Managing Client Relationship to ensure high levels of satisfaction and excellent customer service including corporate and institutional sales.
- Overseeing the warehouse staff and ensure adequate ordering, inventory check in/out and storage.
- Monitoring cash, credit and petty cash controls implemented by boutique managers.
- Ensure awareness of all promotions and advertisements.
- Analyzing in-depth performance (weekly/monthly/quarterly reporting) and participating in year-end inventory and cycle.
- Ensure proper maintenance implemented and overall shop/staff hygiene.
- Tracking employee attendance and punctuality, addressing repeat problems quickly to prevent long-term habits and interacting with related areas of the company to ensure business operations are executed properly and profitably.

Sales Manager

Luxury Brand General Trading (Amouage)



AMOUAGE

04/2010 - 01/2018

United Arab Emirates

Job Responsibilities

- Collaborated with internal teams and suppliers to evaluate costs against expected market price points and set structures to achieve profit targets.
- Created effective strategies to target new markets after researching and analyzing competitor behavior.
- Developed value-added solutions and approaches by leveraging trends in customer marketplaces and industries.
- Delivered engaging sales presentations to new clients, explaining technical information in simplified language to promote features and increase client base.
- Improved sales processes to streamline customer acquisition and onboarding strategies.
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.

WORK EXPERIENCE

Earlier Experience

Paris Gallery, Versace and Watch Gallery

03/2002 - 04/2010

Worked at Paris Gallery as Showroom Manager, Watch Gallery as Showroom Manager and Versace as Shop Manager in the 8 years period.



United Arab Emirates

HONOR AWARDS

Paris Gallery Management, Versace, Cartier, Clive Christian & Many other suppliers in the Market.

- Awarded by Paris Gallery management, Versace, Cartier, Clive Christian and many other suppliers in the market for best achievement.

EDUCATION & TRAININGS

MBA - Master of Business Administration (HRM Functions)

AWU UNIVERSITY

2008

USA

HRM - HR Management Course

Emirates Institute of Technology

2008

UAE

Bachelor Degree (Faculty of Law)

Aleppo University

1997 - 2001

Syria

Citrine Internal Training & Courses (Management, Sales, Skills)

Paris Gallery

PERSONAL DOSSIER

Software

MS Office (Word, Access, Excel, PowerPoint)

Languages

Arabic - Native, English - Fluent

Driving License

UAE Driving License since 2003