



HAZEL FERNANDES

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PERSONAL PROFILE

I am having strong vast professional experience of around 18 years in varied Retail industry, Sales Management & Customer Service environments. As a perfect role model, I am able to; coach, give feedback, build morale and roll out initiative. I am able to handle high-profile and hands-on management roles that require commercial acumen and creative flair. As an exceptional person, I am willing to take on board new ideas & adapt them further to make them by own. I am ambitious and passionate about everything I do; I am now ready and qualified for the next stage in an already hugely successful career and looking forward to make significant contributions to any future good Employer /Company.

WORK EXPERIENCE HIGHLIGHTS

POSITION	SECTOR	BRAND	Location	WORK DURATION	
Asst Store Manager.	Retail Store	Gulf Marketing Group.	UAE (Dubai)	Jun' 2017 to May'2020.	2.9 years
Asst Store Manager	Fashion Retail	Go Sports / Modells	UAE (Dubai)	Dec'2013 to May' 2017	3.5 years
Asst Store Manager	Retail Furniture	Artikel Furniture Gifts &Accessories.	Mall Of The Emirates {Dubai}	June2006 to Oct'2012	6.4 years
Senior sales/Supervisor	Retail Furniture	Artikel Furniture Gifts &Accessories	Bahrain	Dec'2000 to May'2006	6.6 years

WORK EXPERIENCE

Asst Store Manager - Dubai, UAE

Company: GMG GROUP (Sun& Sand Sports) & Vans.

June' 2017 to May'2020.

Duties & Responsibilities

- Managing and leading the store into achieving personal, store and KPI targets in order to meet the overall organizational objectives.
 - Driving and maximizing sales for the store through efficient store operations in adherence to Sun & Sand Sports norms.
 - Developing business strategies to raise the customers' pool, expand store traffic, increase sales turnover, and optimize profitability.
- Meeting daily, monthly and annual sales goals by training, motivating, mentoring as well as providing feedback to store staffs

Asst Store Manager - Dubai, UAE

Company: GO SPORTS/MODELLS -

Dec'2013 to May'2017

Duties & Responsibilities

- Daily, weekly & monthly sales budgets are focused and actioned
- Mainly focused on 3 P's (i.e., People, Product & Price)
- Focused on Product knowledge and same training to the team
- Establishes and communicates daily sales objectives and quotas to staff.
- Supervise employees and support them with their work.

KEY SKILLS

AREA OF EXPERTISE & SKILLS

- Retail Stores Operation Management
- Store Force
- Marketing Strategy & New tactics
- Retail Trainer (Fabric, VM, Sales, Accounts, HR, SOP's, Supervision & team building, Leadership, etc.)
- Logistic Management & Loss control
- Selling Skills (April 2003)
- CRM , CLP, CSD - Management Skills
- Proactive in problem resolution techniques
- Customer Service Excellence
- Developing Management Skills (Spearhead Training Course, Jan 2007

PROFESSIONAL EXPERIENCE

- Updating work colleagues on Business performance & new initiatives.
- Providing focus and direction to subordinates
- Decision making and Problem solving.
- Motivating employees to do better.
- Accuracy and attention to detail.
- Ability to work as part of a team.
- Effective Administrative procedures.
- Ensuring high levels of customer satisfaction.
- Flexible, open to ideas and willing to learn.
- Extensive commercial awareness.
- Leadership skills.
- Communication, Coordination and analysis skills
- Willingness to learn new skills.
- Logical, passionate and determined when approaching problems.
- Ability to multitask and prioritise key tasks.

I.T. SKILLS

- MS Office, Windows (XP/Vista/7/8),
- Basic knowledge of Adobe Photoshop & Corel Draw
- Email, Internet Explorer,

- Daily updates to the data system MIS, Cash register , receipt cash book , daily sales reports, Fortnightly generating Operation reports and sending it to the Operation Manager.

Asst Store Manager – Dubai, UAE

Company: JAWAD BUSINESS GROUP (ARTIKEL FURNITURE GIFTS & ACCESSORIES)

June'2006 to Oct'2012

Duties & Responsibilities

- Manage Store sales, operations, merchandising and personnel functions on a daily basis.
- Ensuring that all customers are attended and staffs are active at all time.
- Create an atmosphere by teamwork where team members are motivated to achieve and surpass their personal goals.
- Daily & weekly sales budgets & KPI are focused.
- Admin, Cash management, VM, Inventory & Operation are the main area where focused.
- Establishes and communicates daily sales objectives and quotas to staff.

Senior Sales / Supervisor - Bahrain

Company: JAWAD BUSINESS GROUP (ARTIKEL FURNITURE GIFTS & ACCESSORIES)

Dec' 2000 to May' 2006

Duties & Responsibilities

- Overall operational standard of the ladies
- Department is being maintained at all times.
- Sales opportunities are fully maximized
- Ensuring that available sales and stock data is fully utilized
- Give feedback to the buying team on stock movement and customers' suggestion.
- Ensure the action plan in reducing stock loss as well achieving defined stock loss targets.
- Support the department manager's activity in motivating and developing team members to maximize their potentials.
- Play an active role in over achieving weekly & monthly budgets along with the team.

GENERAL QUALIFICATION

General Qualification

- **Academic** - From 1994 to 1995 –Bachelor of Commerce, Dempo College, Goa, India (Under Graduate)
- **Technical** - Well Versed with MS Office Packages.(Excel Word, Access,Power Point and Internet & Retail Pro.

RELIANCE & INTEGRITY

My dynamic leadership, reliance and integrity can be judged through my excellent valuable and effective performance, which is self-explanatory and can be assessed by my efficient working sound professional experience & ethics, where I was rewarded out for my excellent performance, sincere contributions, genuine hard working and effective efforts in the interest, growth and development of Companies, where I have served and now serving.

PERSONAL DETAILS

Name	HAZEL FERNANDES
Date Of birth	30-11-1975
Valid Passport No.	K4601430
Current Visa Type	Husband's Sponsorship
Total Retail Experience	+ 18 years
Nationality	India
Gender	Female
Marital Status	Married
Languages Known	English, Hindi
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