



# Wafa ben Khalifa

Abu Dhabi - United Arab Emirates

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## Languages

English (Work Proficiency)

French (Work Proficiency)

Arabic (Fluent)

## About

### BRANDS WORKED WITH

Academy Touati International

Alpha Print

Cryo Health

DUBAI HOLDING GROUP

Emrode

Havaianas

kate spade new york

Marc by Marc Jacobs, Chalhoub Group

Rose Poudre Beauty Bar Salon

Soula shopping center

terre d'ailleurs

Textile Studio

## Experience

### ● Branch Manger

Cryo Health |

and effectiveness. Conducted customer feedback surveys to improve service levels. Maximised branch revenue by optimising operations. Mentored staff to increase sales success and productivity. Built strong rapport with new and existing clients to better serve financial needs and promote branch loyalty. Designed sales and service strategies to improve revenue and retention. Performed appraisals for branch staff and made training recommendations to develop capabilities and skills. Control stock movement using appropriate documentation. Kept organisation in compliance with regulations and internal requirements. Selected and mentored senior staff, creating successful leadership team. Monitored operations to keep processes aligned with targets and matching forecasts. Developed successful strategies and policies, meeting organisational needs and implementing improvements.

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### ● Salon Manager

Rose Poudre Beauty Bar Salon |

Providing all services offered by the salon, which includes hair cutting and styling as well as nails and beauty treatments Recruiting salon staff that meets mandatory educational and licensing requirements. Preparing work schedules for salon staff Setting goals for each staff member, evaluating staff performance, and providing training and overall guidance Monitoring salon supplies and equipment and ordering new stock as needed Creating and distributing promotional material to attract new clients Addressing and resolving client complaints regarding salon



### ● Dual Store Manager

Havaianas |

Recruiting, training, supervising and appraising staff o managing budgets Maintaining statistical and financial records dealing with customer queries and complaints Overseeing pricing and stock control o maximizing profitability and setting/meeting sales targets, including motivating staff to do so o ensuring compliance with health and safety legislation Preparing promotional materials and displays Liaising with head office



### ● Store Manager

kate spade new york |

Develop business strategies to raise our customers' pool, expand store-traffic and optimize profitability Meet sales goals by training, motivating, mentoring and providing feedback to sales staff Ensure high levels of customer's satisfaction through excellent service Complete store administration and ensure compliance with policies and procedures Maintain outstanding store condition and visual merchandising standards Report on buying trends, customer needs, profits etc.. Propose innovative ideas to increase market share .Conduct personnel performance appraisals to

assess training needs and build career paths Deal with all issues that arise from staff or customers (complaints, grievances etc...) Be a shining example of good behavior and high performance.

- **Sale Executive**

Marc by Marc Jacobs, Chalhoub Group |

Customer service: provide excellent customer service Merchandising: Changing display and maintain good image Stock control: receive shipment, pricing, stock confirmation, stock take...

- **Sale assistant in Promod**

DUBAI HOLDING GROUP |

Customer service: provide excellent customer service Merchandising: Changing display and maintain good image Stock control: receive shipment, pricing, stock confirmation, stock

- **Manager**

Academy Touati International |

Administration: answer the telephone calls, receive and send fax 5 or emails 5 Sale: sale cosmetic products 3 \* Operation: fix the schedules for the students and teachers. collect & the courses fees. 8

- **Part Time Graphic Designer**

Textile Studio |

= + Responsible for production and designing: logo and label design for 0 1 / 2 0 1 1

• 0 3 / 2 0 1 . textile firm., : create a design for logos, flyers.....



- **Part Time Secretary and Graphic Designer**

Alpha Print |

2 » Secretariat: answer the telephone calls, receive and send fax or 3 p y al &

• emails, control the print process, solve the technical issue.. H2

- **Assistant manager**

Soula shopping center |

Management and leading staff: responsible of more than 20 sales 0 2 / 2 0 0 9

• 0 6 / 2 0 1 0 executives, planning and scheduling meetings, ensure good work Environment... Advertising: Create design for brochure, supports and stands; follow with our marketing partners... Deliveries and stock inventories: receive the shipment and control the employee to maintain the stock room in good condition and ready always, order the technical tool that the company need like printers and other tool for daily use....

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- **Part Time Store manager**

Emrode |

Customer service: provide excellent customer service Merchandising: Changing display and maintain good image Stock control: receive shipment, pricing, stock confirmation, stock take



- **Time Graphic Designer**

terre d'ailleurs |

2 + Process a photos and documentary.

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# Education & Training

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2005 - 2008 ● Institute of arts

License in graphic design, Graphic design