



# Roula Bou Issa

Fashion/beauty expert: personalized advice, product showcasing, exceptional client experiences.

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## Languages

French (Fluent)

English (Work Proficiency)

Arabic (Native)

## About

With extensive experience at duty-free CDG, I specialise in luxury retail, notably cosmetics and fashion. Passionate about delivering personalised service to an international clientele, I thrive in creating memorable shopping experiences for discerning customers in fast-paced environments.

### BRANDS WORKED WITH

duty-free CDG

clinica

Kuwait Airways

Roula's Institut

## Experience

- **Sales advisor ( brand luxe)**

duty-free CDG | Sep 2023 - Now

Specialized sales advisor in luxury products, cosmetics, leather goods, and clothing, with enriching experience at Charles de Gaulle Airport. Passionate about the world of fashion and high-end products, I've had the opportunity to provide personalized and attentive service to a demanding international clientele. My role involved advising and guiding clients in their choices, highlighting the unique features of products, and creating an unforgettable shopping experience. Through my expertise and ability to understand individual client needs, I've contributed to enhancing the airport's reputation as a premier shopping destination for luxury items.

- **"Medical Aesthetician"**

clinica | Aug 2022 - Jul 2023

During my tenure as a Medical Aesthetician, I operated various aesthetic machines for treatments such as permanent hair removal, hydrafacials, and more. My extensive knowledge of skincare treatments allowed me to provide exceptional service to clients. Additionally, I excelled as a professional sales advisor for cosmetic products, leveraging my expertise to recommend suitable skincare solutions. My experience in the field has equipped me with the skills to deliver top-notch aesthetic services and expert guidance in cosmetic sales.

- **"Diploma-holder in Esthetics"**

Roula's Institut | Jan 2006 - Jan 2009

As the founder and manager of \*Roula's Institut de Beauté\*, I successfully led a team of five employees specializing in aesthetic services for both men and women. In addition to my management responsibilities, I was actively involved in providing aesthetic services, delivering personalized treatments and advice to our clients. My commitment to service excellence and passion for the beauty industry enabled me to play a key role in the success and growth of the business.

- **Hostess on private jet**

Kuwait Airways | Jan 1998 - Jan 2005

Facilitating travel aboard His Majesty the King of Kuwait, Jaber Al Sabah's private jet, accompanying various ministers and deputies on their international trips to over 30 countries. Alongside official travels, specialized in cross-border commerce, particularly in luxury sectors including bags, eyewear, accessories, perfumes, and jewelry. Tailoring offerings to meet specific client demands in each destination.

