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 **CURRICULUM VITAE**

**Name: LEICH SIMINA MARIA**

**Date of birth : 13 /03/ 1986**

**Sex : Female**

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**Rezident: Romania**

**Civil status : Single**

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 **Education :**

* **School period:** Bucharest University – Titu Maiorescu (2008 – 2010)
* Courses graduated : Master Psychoanalysis
* **School period:** Bucharest University (2005 – 2008)
* Courses graduate: Psychology - Diploma Awards - Bachelor’s Degree Psychology
* Ion Luca Caragiale – High School (2001-2005)
* High School Diploma in Social Science

 **Work experience :**

* **Occupation or position held period - Retail Store manager (Full time) 2018 – 2019 Dublin Employer- DBW Corporation LLC – Lucia Magnani Harvey Nichols Dublin - Luxury Range**

**Responsibilities:**

* Managing and motivating team to increase sales and ensure efficiency.Managing stock levels and making key decisions about stock control.
* Analysing sales figures and forecasting future sales.
* Analysing and interpreting trends to facilitate planning using information technology to record sales figures, analyse data and forward plan.
* Dealing with staff issues such as interviewing potential staff, conducting appraisals and performance reviews.
* Providing or organising training and development.
* Ensuring standards for quality, customer service if health safety are met.
* Responding to customer complaints and comments.
* Organising special promotions, displays and events.
* Attending and chairing meetings.
* Updating colleagues on business performance, new initiatives and other issues.
* Touring the sales floor regularly, talking to colleagues and customers and identifying or resolving urgent issues.
* Maintaining awareness of market trends in the retail industry, understanding forthcoming customer initiatives and monitoring what competitors are doing.
* Initiating changes to improve the business, revising opening hours to ensure the store can compete effectively in the local market.
* Promoting the organisation locally by liaising with local newspapers and the community in general.
* Dealing with sales, as and when required.
* **Occupation or position held period - Retail Store manager (Full time) 2017 – 2018 Dubai Employer- DBW Corporation LLC – Petra – Cosmetics Dubai - Luxury Range**

**Responsibilities:**

* Two years experience in training in Luxury Fashion Brand. Induction, brand strategy philosophy, product knowledge, merchandising, buying, retail operations, and mystery shopping.
* Complete store operational requirements by scheduling and assigning employees following up on work results.
* Maintain store staff by recruiting, selecting, orienting and training employees.
* Maintain store staff job results by coaching, counseling and disciplining employees planning, monitoring and appraising job results.
* Identify current and future customer requirements by establishing rapport with potential and actual customers and other persons in a position to understand service requirements.
* Ensure availability of merchandise and services by approving contracts maintaining inventories.
* Formulate pricing policies by reviewing merchandising activities determining additional needed sales promotion authorizing clearance sales studying trends.
* Market merchandise by studying advertising, sales promotion and display plans analyzing operating and financial statements for profitability ratios.Two years experience in training in Luxury Fashion Brand.
* Induction, brand strategy philosophy, product knowledge, merchandising, buying, retail operations, and mystery shopping
* Secure merchandise by implementing security systems and measures.
* Protect employees and customers by providing a safe and clean store environment.
* Maintain the stability and reputation of the store by complying with legal requirements.
* Determine marketing strategy changes by reviewing operating and financial statements and departmental sales records
* Maintain operations by initiating, coordinating and enforcing program, operational and personnel policies and procedures.
* Contribute to team effort by accomplishing related results as needed.
* Maintain inventory by implementing purchasing plans and staying in contact with vendors and shippers.
* Provide training to improve the knowledge base of the staff and utilize cross-training methods to maintain productivity when employees are absent.
* Work with vendors and manufacturers to bring in effective marketing displays for the sales floor and store windows.
* Manage all controllable costs to keep operations profitable.
* Manage stock levels and make key decisions about stock control.
* Analyze sales figures and forecast future sales.
* Deal with staffing issues such as interviewing potential staff, conducting appraisals and performance reviews, as well as providing or organizing training and development.
* Ensure standards for quality, customer service and health and safety are met.
* Respond to customer complaints and comments.
* Organize special promotions, displays and events.
* Update colleagues on business performance, new initiatives and other pertinent issues
* Tour the sales floor regularly, talking to colleagues and customers to identify or resolve urgent issues.
* Maintain awareness of market trends in the retail industry, understanding forthcoming customer initiatives and monitoring what local competitors are doing.
* Initiate changes to improve the business, revising opening hours to ensure the store can compete effectively in the local market.
* Promote the organization locally by liaising with local schools, newspapers and the community in general.
* **Occupation or position held period - Senior Sales Reprezentative (Full time) 2015 - 2017 Dubai Employer-DBW Corporation LLC – Petra – Cosmetics Dubai - Luxury Range**

 **Responsibilities:**

* Maintain stock records and prepare inventories, prepare reports on adjustments to inventories spoilt or damaged stock and changes in stock kiosk.
* Keeping accurate customer records and details in the company system to ensure th at PCI compliance is adhered to at all times.
* Negotiating cross and up selling techniques in order to achieve individual KPI'S to meet sales targets whilst delivering excellent customer service standards.
* Mantain cash register accurately.
* Achive a high level of retention for curent customers and prospective customers.
* Effectively implement the sales plan to reach objectives and targets set forth by management.
* Beeing proactive by providing suggestions for improvements and potential new customers or marketing.
* Able to create and present the company products , services in a unique selling proposition.
* Providing maximum benefit by advising clients on risk management in relation to their needs and lives.
* Administrative tasks such as dealing with paperwork, correspondence, keeping detailed records.
* Conduct sales analysis, follow up on market trends and monitor the competition’s activity.
* Propose ways to improve the business in store merchandizing, opening hours, product mix.
* Coordinate with the back office, suppliers, logistics, marketing and merchandizing team regards of new launches, in store animation or renovation and provide feedback accordingly.
* Follow up on different issues with Mall Management such as mall promotions, permits, security.
* Maintain high standards of Visual Merchandising housekeeping in term of cleanness, display, lighting and stock rotation.
* Implement all merchandising as per the brand’s visual merchandising guidelines.
* Conduct daily walkthroughs to check presentation standards.
* **Occupation or position held period-Sales Reprezentative2014/05 – 2014/12 (Full time) Employer -NAMS Marketing LTD – UK-(Glasgow,Aberdeen,Brighton)**

 **Responsibilities:**

* Making approching to customers in order to promote Skin and Beauty products and new deals.
* Making sales providing information about existing products detailed.
* Takeing evidence of the stoc of products in the kiosk each day.
* Recording orders and sending details to the office of the daily sales.
* Participating to conference and meetings and keeping up with company industry sales targets.
* Ability to work in shifts in weekends and public holidays.
* Ability to stay focus and work late night shifts in order to achieve monthly targets.
* Experience of working in a multi-disciplinary team.
* Able to negotiate to win, compromise, mediate opposing views and resolve conflict.
* Able to influence and motivate when recommending a course of action.
* Able to gain customer trust, set expectations, and accommodate requests but also diplomatically decline unreasonable demands.
* **Employer: VLCC International Doha 2013/04- 2014/01 (Full time) -Occupation or position held period - Customer Care Executive Front Reception**

 **Responsibilities:**

* Managing the front reception .
* Escort the guest and provide a room orientation to every arriving guest following the company and luxury standards.
* Complete all individual personalised check ins and check outs.
* Perform Front Desk Cashiering duties.
* Perform outdoor duties incase company organizes events beyond centre premises.
* Carry out all responsibilities in the highest standards and personal hygiene, appearance and uniform.
* Smile and greet every client arriving into the centre.
* Assist clients who are waiting as per sop,ensuring clients receive beverages welcome drinks as requested.
* Record these in the software, mantain cash register accurately.
* Schedule and reschedule, confirm or reconfirm appointments or make reminder calls to clients who have specifically requested this service.
* Sell products and give prices information and details to guests.
* Maintain stock records and prepare inventories, prepare reports on adjustments to inventories spoilt or damaged stock and changes in stock location.
* Role in ERP- record the data inquiry, follow up the client-s requests and complains
* RBS and retail generation of service slip for rbs, changes in service slip and billing, generation of retail sale invoice, entry package booking and invoice.
* Check supply against purchase orders.
* **Occupation or position held period - 2011/11 – 2012/08 Call Center Reprezentative (Full time) Employer-Competence Call Center Bucuresti/Bucharest Romania Vodafone/Orange**

 **Responsibilities:**

* Build rapport with customers over the phone.
* Overcome objections whilst remaining self motivated within a target driven environment.
* Work in fast paced and demanding environment.
* Create outstanding telemarketing campaigns.
* Keeping accurate customer records and details in the company system to ensure that PCI compliance is adhered to at all times.
* Negotiating cross and up selling techniques in order to achieve individual KPI's to meet sales targets, whilst delivering excellent customer service standards.
* Display product and process knowledge in order to install confidence to all customers.
* Manage incoming calls and customers service enquiries.
* Responsible to deal with enquiries by using different channels, phone and online media transactions on all areas of operations and relevant departments in a courteous and professional manner.

**Behavioral Competencies:**

* Achievement Drive and Initiative
* Analytical Thinking and Problem Solving
* Communication
* Concern for Quality
* Partnering and Team Working
* Planning and Organizing
* Strong interpersonal and customer service skills

**Key Technical Competencies:**

* Commercial Flair
* Customer Care/Service
* Office Technology
* Selling Techniques
* Technical Expertise
* Good communication skills with: Pc Word,Excel,Mail,Internet Mobile
* Telephony Outbound, Indbound Manager and Wicom program user.
* Valid driver licence
* **Foreign languages : Romanian – Advanced**
* **Foreign language:** English – Advanced
* French – Conversational