



## **Joe Safi**

**Contact No.:** (+971)58 930 4625

**Email:** safi\_joe@hotmail.com

**Date of Birth:** 08.07.1989

**Nationality:** Lebanese

**Address:** Abu Dhabi- Mohammed Bin Khalifa Street

### **EDUCATION**

**2011 -Bachelor Degree in Management and Finance, AKU–Ein Saade, Mont Lebanon**

**2007 -Baccalaureate SE (sociology/economy),Matn El Shmali high school**

### **TRAINING**

2018-“Building Assertiveness “social and communication skills training –Alshaya, training department, Beer Hassan

2018-“influence make a difference “the capacity to have an effect on the character, development, or behavior -Alshaya, training department, Beer Hassan

2016-“Hr Training in internal policy “Talent management and workforce Planning, Payroll process, Disciplinary procedures -Alshaya, training department, Beer Hassan

2015-“Customer service training” Learning knowledge, skills and competencies-Alshaya, training department, Beer Hassan

2015-“Lebanese labor law and NSSF Training “Mediates the relationship between workers / employers –Alshaya, training department, Beer Hassan

2014-“Onboarding” Training - Product knowledge -Sales techniques - role clarity, Barsha Boutique,Alshaya , DUBAI

---

### **EXPERIENCE**

#### **RECRUITMENT OFFICER AT ALSHAYA**

##### **Human Resource & Admin – Head office–Hamra**

SEP 2019 -- Present

- Work with the Recruitment Manager, HR and Line Managers to obtain the manpower requirements for the area of the Business for which they are responsible. Record and document this information and store centrally on network.
- Complete all required administrative tasks on time to ensure the successful implementation of manpower planning and vacancy advertising.
- Ensure all activity is delivered within budget.
- Ensure that all roles are advertised on websites (Internal/External)
- Responsible for the selection, recruitment and administration of staff for a designated area of the business.
- Ensure all new joiners start on time and with all the necessary paperwork completed correctly

- Produce reports on all recruitment activity including cost to hire, time to hire, and source of hire so that success of activity can be measured. All activity and data must be inputted in to the company system.
- Keep up to date with all the latest developments in recruitment
- Ensure all recruitment activity complies with local Labour Laws and follow the correct processes regarding medicals and visa
- Complete all required administrative tasks on time to ensure the successful implementation of manpower planning and vacancy advertising.
- Recommend improvements in processes and procedures.
- Paper screen CV's. Telephone screen all shortlisted candidates prior to brand/divisional interviews or assessment centres. Arrange interviews, liaise with candidates, stakeholders, agencies

## **PRODUCT MANAGER AT ALSHAYA**

### **Victoria's Secret – Brand Delivery – Full assortment store – ABC**

FEB 2018 – 2019

- Optimizes workforce management by editing and approving the weekly schedule
- Reviews and approves all associate requests for availability changes and time off
- Gains business insight and creates SMART action plans that improve execution and results
- Cross Category end-to-end oversight of product lifecycle to enable compelling merchandise presentation
- Product Flow
- Brand guide execution, Merchandise availability and presentation
- Attract, recruits and hires a highly-qualified team to support the functions of merchandize flow, sales support.
- Analyses customer experience reports and insights and mobilizes the team accordingly
- Supports development and implementation of store strategy to reduce shrink
- Evaluate promotional plans to ensure that they are consistent with product
- Implement marketing plan in conjunction with all departments
- The trainings I delivered to VS stores in Lebanon/Jordan are:
  - Stock takes strategies and plans
  - Loss prevention awareness
  - Health and Safety at work
  - Leadership and management.
  - Disciplinary & performance management
  - Supervisors and sales associates onboarding

## **STAFFING MANAGER AT ALSHAYA**

### **Victoria's Secret – OPERATIONS – Full assortment store – ABC**

FEB 2014 – 2018

- Set up the schedule and DCO (Daily coverage over view) for the whole store (Staff of 76)
- Update and manage all bulletin boards
- Assist in store opening and closing procedures as necessary (BOD, EOD)
- Ensure payroll by observing the personal attendance sheet
- Manage administration of on boarding process for all new associates
- Communicate effectively with other SLT new trainings
- Manage compliance of personnel files for all associates
- Analysed sales report on daily basis
- Handle the disciplinary forms with the HR (counselling, verbal warnings, written warnings, final warnings, suspension...)
- Facilitate new associate touch base as indicated on the on boarding

- Maintaining the employee files (Data)
- Handling external communication between staff and the head office
- Allow leave requests (annual leave/unpaid leave/condolence leave)

**SECTION MANAGER AT ADMIC  
BHV – CUSTOMER SERVICE - CITY MAL**

JUNE 2007-2014

- Collection selection
- Prepare the seasonal budget
- Plan price strategy and seasonal promotions
- Define and implement the marketing plan
- Achieve brand's target (sales, gross margin and sell-out)
- Establish a development strategy and timeline schedule
- Brief and follow-up the staff on brand's/collection identity and concept as well as visual merchandising
- Negotiate contracts with suppliers
- Analyzed sales report on daily basis
- Reviewed reports of sales on monthly basis
- Merchandising of items within the department
- Assisted in the inventory count at every end of the year
- Built a customer loyalty base
- Lead and motivate staff and follow up their performance (25 sales persons)

**ACCOUNT ASSISTANT AT SOT AL GHAD  
RADIO STATION – MEDIA – ZALKA HIGHWAY**

MAR 2008-2009

- Collating, checking and analysing spreadsheet data.
- Examining company accounts and financial control systems.
- Preparing reports, commentaries and financial statements

---

**PROFESSIONAL:** CERTIFICATION – SALES – ADMIC  
CERTIFICATION – MERCHANDISING – ADMIC  
ACHIEVEMENTS - STORE OPENING LEBANON 2014  
STORE OPENING JORDAN 2017

---

**SKILLS:**

ARES  
PageUP  
NAVISION  
HRSSI  
Microsoft Office

---

**LANGUAGES:**

ARABIC (MOTHER TONGUE)  
ENGLISH (Fluent)  
FRENCH (Fluent)

---

**\*\*References are available upon request\*\***