

Sevan Hovagimian

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Profile:

Retail Senior Store Manager with strong market awareness, demonstrating powerful forecasting and analysis skills With emphasis on identifying emerging trends and customer preferences, implementing sales-maximizing Initiatives and developing new product expansion ideas.

Core Professional Strengths :

Skillful with compelling experience in operating fashion sales outlets while maintaining adequate chain supplies.

- Strong business and product awareness
- Plan store layouts to promote key lines.
- Analyze merchandise performance.
- Assess new trendy product ranges and costs.
- Recruit &improve employee performance and retention.
- Devise cost effective marketing strategies.
- Engaging an effective customer service strategy.
- Effective resource planning and profit maximization.

Education:

Study: Bachelor Degree Literature

Computer: MS office, Spread Sheet, Email, Slideshow, Database Management ,Power Point

Languages: Arabic &English&Armenian

Work Experience:

Senior Store Manager 2013 – March 2020 Juicy Couture Dubai, Abu Dhabi /UAE

- Communicate regularly and effectively with the Sales Manager, keeping him informed of activities and working together to resolve difficulties
- Complete all paperwork accurately and submit in accordance with deadlines
- Leads by example and demonstrates a mentoring style of management, whilst exceeding company standards
- Execute events according to the events guidelines
- Conduct quarterly assessments and bi-annual performance reviews in line with Company policy
- Monitor competitor products, activity and results and discuss with the Sales Manager ways to take on the competition and build the business
- Setting sales guidelines and disciplinary measures, maintain stock levels, and employee effective space management.
- Conduct weekly briefs, prepare monthly analytical reports, and evaluate feedback.
- Responding to customer complaints and concerns in professional manner.
- Preparing detailed reports on buying trends, customer requirements and profits.
- Hiring and training new staff.
- Meeting sales objective by training and motivating staff and monitor their result and achievement .
- Deliver excellent service to insure high level of customer satisfaction .
- Completing store operational requirement by scheduling and assigning employees.
- Preparing annual budget and developing schedule of holiday activities and promotions.

Store Manager 2006-2012 Maf Fashion (UAE) MEXX ,Jane Norman

- Managing the stores profit & loss accounts.
- Implementing sales strategies to meet targets.
- Optimizing sales through promotions, proper commercial layouts, and the introduction of new products.
- Ensuring brand emphasis, customer satisfaction, and staff motivation, with incentive programs.
- Setting sales guidelines and disciplinary measures, maintain stock levels, and employ effective space management.
- Conduct weekly briefs, prepare monthly analytical reports, and evaluate feedbacks
- Providing to operation Managers critical feedback on customer request
- Growing a loyal customer base.
- Training new employees in the store policies, procedures and product knowledge .
- Deciding on the layout of the store
- Setting sales guidelines and disciplinary measures, maintain stock levels, and employ effective space management.

Senior Sales 2002-2005

Jashanmal National Co.-(Dubai / UAE)

- Enhancing sales & staff accomplishments and competence
- Resolving customer complaints by investigating problems.
- Maintaining professional and technical knowledge
- Keeping management informed by submitting activity reports.

Qualification & Attributes:

- Acquire extensive product knowledge coupled with creative ideas.
- Building customer focused sales strategy and key strategic relationships aimed at market share expansion.
- Make decisions in a fast paced atmosphere and adapt or changing work demands
- Proven ability to create and implement effective marketing plans with recognized strengths in problem solving.
- Experience in training & personal development of associate staff and appraisal of team performance.
- Deliver promptly on promises, proactive, courteous, outgoing ,wellmannered with loyalty ,integrity, and honesty.

Training Seminars:

Problem Solving and decision Making , Managing Performance ,Meeting Objectives ,Communication skills , Practices-Visual merchandise, Fabrics & Textiles Body shape, Report & Feedback, Health & Safety, Business Writing, Management insight

Financial training:

Profit margin-Staff expenses-Break-even control-
Selling techniques.
Fraud Awareness