

FARHEEN HARIS

VM and Events coordinator

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Manama, bahrain

PROFESSIONAL SUMMARY

Visual Merchandising and Events Professional with 3+ years of experience in the luxury jewellery industry at Al Zain Jewellery, Bahrain. Skilled in executing high-impact retail displays, coordinating regional exhibitions, managing vendors, and ensuring brand consistency across retail environments. MBA graduate with strong expertise in brand presentation, event logistics, and customer experience management.

EDUCATION

Bangalore University, Karnataka, India

Master of Business Administration (MBA)

Specialization: Marketing and Human Resources

2019 – 2021

Jamia Hamdard university, Delhi, India

Bachelor of Business Administration (BBA)

Specialization: Marketing

2016 – 2019

WORK EXPERIENCE

Al Zain Jewellery 2022 - Present

VM and Events - Coordinator

- Execute in-store visual merchandising and window displays in alignment with luxury brand standards.
 - Support seasonal campaigns, product launches, and retail activations across multiple store locations.
 - Coordinate exhibition logistics including booth setup, display planning, inventory movement, and on-site support.
 - Liaise with vendors, suppliers, and production teams to ensure timely execution of marketing materials and display units.
 - Collaborate with marketing, retail, and design teams to maintain brand consistency.
 - Assist in managing budgets, timelines, and operational requirements for events and exhibitions
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24-7 intouch Bangalore, India 2021-2022

Team Leader – Customer Experience

- Supervised and mentored customer service representatives to achieve performance KPIs.
 - Managed escalation handling and conflict resolution.
 - Conducted performance evaluations and team coaching sessions.
 - Improved customer satisfaction through structured feedback and service monitoring.
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CORE SKILLS

- Visual Merchandising
 - Retail Display Execution
 - Window Display Planning
 - Exhibition and Trade Show Coordination
 - Event Management
 - Vendor and Supplier Management
 - Brand Presentation and Activation
 - Inventory Coordination
 - Project Management
 - Customer Experience Management
 - Marketing Support
 - Microsoft Excel
 - Microsoft PowerPoint
 - Canva
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