**ROBERT LAZARTE DOCTAMA**

July 18, 1980

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**CAREER PROFILE**

A commercially aware and highly successful retail store manager with more than 19 years experience in sales and proven track record in driving business forward whilst delivering high retail standards, a consistent track record of improving efficiency, maximize profits whilst minimizing costs. Ability to manage daily operations and planning the use of materials & human resources to ensure maximum efficiency, Aiming to leverage my skills to successfully fill the Store Manager role at your company.

PROFESSIONAL EXPERIENCE

**STORE MANAGER – Alshaya Group, KSA/Bahrain August 23 2008 – May 18, 2020**

Milano / Claire’s / Topshop / Topman / Wallis

**DUTIES AND RESPONSIBILITIES**

To maximize store contribution through exploiting every opportunity to drive sales, reduce stock loss and maintain cost controls. Delivers the highest levels of motivation and development of team members and ensures individual and store compliance with all company policies and procedures.

* Ensuring communication is effective throughout Store and Head office.
* Implementing and review all stock loss prevention controls, Implement process specific to store and conducting annual inventory.
* Managing a team including; in store training, recruitment, motivation, coaching, developing, disciplinary and performance appraisals.
* Implementing Store layout, visual merchandising, stocks and fixtures positioning according to guidelines. Manage stock replenishment, product launches and promotions.
* Ensure the store is fully compliant administratively and procedurally according to company guidelines and deadlines.
* Maximizing sales and ensure customer focus is prioritized at all times.
* Daily/Weekly/Quarterly and Yearly analysis of commercial reports and implementation of action plans.
* Manage manpower planning according to needs of the Business, 8 weeks ahead.

**SALES ASSOCIATE - Landmark Group, KSA Nov 20, 2005 – December 20, 2007**

Lifestyle Centerpoint

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**SALES ASSOCIATE – Branded Lifestyle Inc, Philippines March 2, 2004 – November 10, 2005**

Optical and High-End Sunglasses

**STORE MANAGER – Milwaki Philippines Inc April 4, 2002 – January 30, 2003**

Guy Laroche & ELLE Paris Apparel and Leather Goods

**FRAGRANCE ADVISOR – Cosmetics De France Philippines – September 28, 2001 – March 31, 2002**

Licensee and Distributor of High-End Fragrances of L’Oreal

**SALES ASSOCIATE -** Primeline Product Phil. Corp & APC Corp - **February 6, 2001 – August 24, 2001**

Distributor of Mass Products of SM shoemart

**KEY SKILLS and COMPETENCIES**

* 18 years experience in sales ( 11+ years as Store Manager )
* Proficient in computer software application and Internet usage
* Excellent English communication skills
* Good in Arabic Speaking
* Experience in working within a multi cultural and diverse store environment.
* Experienced in all kind of visual merchandising window display and In-store
* Well experienced in all kind of office works and has a extensive attention to detail
* Managing 15 Head Counts ( Including; Staffs, Assistant Manager and Visual Merchandiser )
* Oversee other stores under AOR of Area Manager during their absence ( Including Visual and Operations Aspects )
* Conducting Interview and recruiting staff for my store and other branches
* Market & competitor analysis
* Push civic engagement & social responsibility agenda within the store operations.
* Extensive leadership, decision making, planning & organizing and relationship building skills.

**EDUCATION**

* **Philippines State College of Aeronautics Villamor Airbase, Pasay City – Philippines**

Computer Science and Airline operating procedures

(SY June 8, 1998 – March 23, 2000)

* **San Juan National High School Panukulan, Quezon, Philippines**

High School Degree - Diploma

(SY June 6, 1994 – March 25, 1998)

* **Professional Skills Enrichment Center (PROSEC) Makati, Philippines**

Professional Selling Skills – Certificate

(September 1, 2001– October 11, 2001)

* **M.H. Alshaya Grow with Us Program (GWU) Jeddah, KSA**

Management Development Program (Graduate to Manager) – Certificate

**(**March 10, 2011- October 30, 2011)

**TRAINING and SEMINARS**

* **Leadership and Motivation -** Conducted by: Mr. Waleed Aldhaheri – Area HR Manger WP (June 2011)
* **HR Process and Procedures –** Mr. Waleed Aldhaheri – Area HR Manger WP (June 2011)
* **Commercial Decision Making –** Mr. Mubarak – Learning and Development Dept. (May 2011)
* **Results Through Others -** Mr Mubarak – Learning and Development Dept. (May 2011)
* **Loss Prevention Training -** Mr Ishaq Alomari – Loss Prevention Dept. – (April 2011)
* **Disciplinary Training–**Mr Dominic-HRBP UAE (April 2011)
* **Performance Management-**Mr Simo/Mahmoud-Learning& Development Dept.–(April 2011)
* **Planning and Organizing-**Mr Simo/Mahmoud-Learning& Development Dept.–(March 2011)
* **Understanding Competencies and Job Family Framework** - Learning and Development Dept. – (March 2011)
* **New Product Launch Training** ( Daniel Hecter, Laura Ashley,

Calvin Klein, Davidoff, Bvlgari Fragrances.) - Conducted by Product Manager

**AWARDS & CITATIONS**

* Recognition of achieving the highest lift on total margin in 2013 in KSA +32% (Topshop/Topman – Herra Mall)
* Recognition of achieving the highest lift Vs LY 2013 in KSA (Topshop/Topman-Herra)
* Recognition of achieving the highest customer service score in Topshop KSA 2013
* **Extra Miles Winner** across MENA(Exceeding service standards and Sales Target) Aug 2013

**REFERENCE**

To be furnish upon request.