



Louie D. Bautista

- **Showroom Salesman**
- **Administration Head**
- **Sales Supervisor**
- **Marketing Executive / Corporate Identity**
- **Business Development Manager**
- **Regional Visual Merchandising Manager**
- **Visual Merchandiser Head**

Primary goal of the corporate communications, for the purpose to maintain and build the identity to accord with and facilitate the corporate business objectives,

Email bautistael@yahoo.com

Address Flat – 11 A Bldg. - 325 Road - 114 Block - 901 Al Hunaniya, East Riffa, Kingdom of Bahrain

Phone 39996762

Date of birth 06-12-1979

Nationality Filipino

LinkedIn Louie Bautista: [bwww.linkedin.com/https://bh.linkedin.com/in/louie-bautista-b180122](https://www.linkedin.com/in/louie-bautista-b180122)

EXPERIENCE

SHOWROOM SALESMAN

BIKEZONE (Zallaq – Branch)

November 2020 – up to Present

- Responsible for every aspect of the sales. Bike rental & Service / Maintenance
- Received bicycles for Service & maintenance and advise technician on the Job order.
- Interact with customers and provide exceptional customer service; educate customers about bicycles, bicycle accessories and clothing, and any other cycling-related products or services in the store.
- Assist in the daily operations of the store, including restocking, cleaning, organizing and merchandising.
- Provide one of a kind customer service through direct and detailed interaction with customers.

ADMINISTRATION HEAD

WORLD SEAS SHIPPING SERVICES

June 2020 – November 2020

Business Bay Building, Office No.61,6th floor, Bldg.1260, Road 2421, Block 324 Al Fateh Juffair, Kingdom of Bahrain.

- Consistently met my short and long-term targets.
- Proactively participated in meetings and helped create new practices.
- Trained, coached, and supervised new staff members.
- Pitched ideas on how to improve performance and efficiency.
- Helped management to identify workflow issues and find solutions.
- Supervised and delegated tasks to a team of [12] people.

SALES SUPERVISOR

SEA DIAMOND MARITIME SERVICES

January 2020 – June 2020

Sea Diamond for Marine Services and Ship Management Company Office NO. 11, Building NO. 924, Road NO. 1229, Muharraq Kingdom of Bahrain.

- Answered calls, responded to emails, and spoke with clients face-to-face.
- Processed a range of documentation and entered information into databases.
- Helped management to identify workflow issues and find solutions.

MARKETING EXECUTIVE / CORPORATE IDENTITY

EBRAHIM KHALIL KANOO

December 2017 - November 2019

Bldg.: 510, Qassim Al-Mehzaa, Road No: 225, Block: 302, Manama

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Co-coordinating marketing campaigns.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity
- Preparing print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Creating a wide range of different marketing materials.
- Working closely with design agencies and assisting with new product launches.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analyzing potential strategic partner relationships for company marketing.

BUSINESS DEVELOPMENT MANAGER

ABU KAMAL INFORMATION TECHNOLOGY

April 2017 - November 2017

Flat 109, Building 0106 ,Road 20, Block 331 ,Kanoo Jasim Avenue ,Manama 973

- Promote the company brand to key buyers,
- Ensuring their knowledge is current and appropriate.
- Generating new business both in face-to-face meetings and over the phone.
- Writing up concise, value-based sales proposals.
- Replying to all customer enquiries in a timely and accurate manner.
- Writing up sales reports, activity reports and revenue forecasts.
- Completing all documentation and administrative records,
- Fully and accurately. Developing and maintaining a database of all contacts.

REGIONAL VISUAL MERCHANDISING MANAGER

RETAIL GLOBAL WLL.

August 2013 – March 2017

Avenue 56, Buri, Kingdom of Bahrain

- Managed floor set designs for merchandising department.
- Reviewed samples at beginning of seasons and developed presentations accordingly.
- Monitored current designs and chain stores and managed all store buys.
- Coordinated with merchandise teams and recommended buys according to store capacity.
- Assisted marketing coordinator in placing props in store interior.
- Executed fixture implementation according to store designs.
- Trained In store visual merchandisers on working for department
- Developed reports for assortment review meetings.
- Maintained all samples and photographs.
- Ensured compliance to all merchandising standards and developed visual presentation.
- Assisted buyers and recommended improved space productivity.
- Reviewed all planogram and ensured its implementation to stores
- Developed merchandise presentation on various visual standards.
- Monitored working of sales staff and prepared merchandising strategies.
- Coordinated with store managers and corporate office on all new merchandising initiatives.
- Organized special events and travel exhibits.
- Maintained inventory of products and placed display material orders

VISUAL MERCHANDISER HEAD

AL SAWANI GROUP

June 2007 – April 2013

Al Sawani Group P.O.Box 9411 ,Jeddah 21413 Kingdom of Saudi Arabia

- Define, design and implement a creative visual merchandising strategy
- Create appealing and eye-catching visual displays that lead the customer through the entire store
- Produce window displays, signs, interior displays, floor plans and special promotions displays
- Identify key messages and set a clear image of the end result
- Come up with, revise and present design ideas with assistant merchandisers
- Act in alignment to the organizations culture, products, image and target market Monitor costs and work within budget
- Oversee the production and brief staff on arranging displays Change displays to promote new product launches and reflect festive or seasonal themes
- Liaise with suppliers and source elements Research lifestyle, demographics and design trends

EDUCATION

1998

Automotive Technology

Don Bosco Technical Institute

Chino Roces Ave, Makati, 1230 Metro Manila, Philippines

Don Bosco Technical Institute of Makati, or simply "Don Bosco Makati." is a private Catholic educational institution owned and operated by the Salesians of Don Bosco. Its campus is located at Chino Roces Avenue Makati City, Metro Manila, Philippines.

1996

High School

Arellano University

3058 Taft Avenue, Pasay City

AU-JAS campus in Pasay had its modest beginnings at the Apolinario Mabini campus corner Donada and Menlo streets in SY 1978-79. It moved to its present location in Jose Abad Santos campus grounds in SY 1986-87 where it burgeoned into what it is today. It is situated at the junction of the riding public of Taft Avenue and Gil Puyat bond to places outside Metro Manila. Thus, the campus is noticeably visible to passers-by and quite known to people from the nearby provinces.

1992

Elementary School

Baclaran Elementary School Central

Baclaran, Paranaque, Metro Manila, Philippines

SKILLS

- Driving / Trouble shoot automotive concern
- Knowledgeable in Adobe Photoshop / Illustrator / Microsoft office: Excel, PowerPoint, Word
- Photography

LANGUAGES

- English -Advanced
- Tagalog -Advanced
- Arabic- Intermediate

Workshop & Seminars attended

- Seasonal Product Launch workshop @ Dubai every quarter
- Shops Opening and Season launch @ Kuwait / KSA / Egypt
- Lightning the fire with in conducted by Corporate HR
- Berlitz English Program level 4

Character Reference

Domenico Guttadauro Mancinelli

Chief Commercial Officer @ Fawaz Alhokair Group – Saudi Arabia

mail: dgmancinelli@gmail.com