

## Ronnel M. Laylo

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### OBJECTIVE: OBJECTIVES

To seek an organization that allows me to be of service to the best of my knowledge and abilities, or train me according to company's standards and allow me to maximize my potentials to the fullest, which in turn will direct them towards the success of the organization.

### SUMMARY OF WORK EXPERIENCE AND SKILLS PROFESSIONAL SUMMARY AND QUALIFICATIONS

- ☐ More than 2 years of experience in Food and Beverage/Retail industry in an international environment.
- ☐ Previously working as a Retail Sales Supervisor at Al Mannai Hospitality, involved & supervising Events and Retail operations.
- ☐ Experienced as Stock Controller of apparel items.
- ☐ Checking Officer and Retail Merchandising at SM department store.
- ☐ Administrative aide at government municipality in the Philippines.
- ☐ Head of Confectioner of US Brand called "POPCORNOPOLIS".
- ☐ Ensured maximum Customer Satisfaction by closely interacting in house and potential guest to understand their requirements and customizing the product and service accordingly.
- ☐ Knowledge of equipment, Frozen, Dry food, Packaging and Food Safety hygiene.

### EMPLOYMENT BACKGROUND EMPLOYMENT BACKGROUND

**RKH QITARAT**  
**Customer Experience Agent**  
**October 23, 2021- present**

**Infinite Limousine Services**

**April 2021 -- Present 2021 Driver**

**Retail Sales Merchandiser**  
**Industries**

**May 2019 -- March 22, 2021 Baladna Food**

#### ***Duties and Responsibilities***

- Plan and develop merchandising strategies that balance customers' expectations and company's objectives.
- Analyse sales figures, customers reactions and market trends to anticipate product needs and plan product ranges/stock.
- Collaborate with buyers, suppliers, distributors and analysts to negotiate prices, quantities and time-scales.
- Maximise customer interest and sales levels by displaying products appropriate.
- Produce layout plans for stores and maintain store shelves and inventory

- Monitor stock movement and consider markdowns, promotions, price changes, clear outs etc.
- Daily store and stock checking thru technology using tablet.

**Retail Sales Supervisor** **June 2018 – February 2019 Popcorn Girl (American Brand of Gourmet Popcorn) Al Mannai Hospitality (Doha, Qatar)**

***Duties and Responsibilities:***

- Improve operational system, processes and policies in support of organization's mission—specially , support better in reporting , information flow.
- Manage and increase the effectiveness and efficiency of the team, through improvements to each function as well as the coordination and communication between hypermarkets & head office.
- Oversea overall execution, planning, systems and controls.
- Overseeing the production process, drawing up a production and delivery schedule:
- Monitor product standard and implementing quality control programs.
- Inventory monitoring for all supplies required.

**Stock Custodian/Stock Controller** **September 2015 to February 2016 Reporting to Store Manager (Philippines )**

***Duties and Responsibilities:***

- ☐ Participate in preparation of monthly stocks deliberation for the store with the Manager.
- ☐ Conduct Local Store Marketing and insuring the implementation at store level.
- ☐ Ensure operational excellence to meet company standards and customer satisfaction.
- ☐ As a Stock Custodian my job is to increase, monitor and maintained the stocks level, profit share and market share of store and it's my responsibility to control all the stocks.

**Head Confectioner/Store In-charge** **April 2012 to April 2014 Popcornopolis (American Brand Gourmet Popcorn) Poshbite Company WLL ( KUWAIT, CITY )**

***Duties and Responsibilities:***

- ☐ Assist Restaurant Manager in Local Store Marketing implementation at the restaurant level.
- ☐ Ensure operation execution meets company standard and customer satisfaction.
- ☐ Coordinates and implements special promos and other promotional programs to promote awareness and increase sales.
- ☐ Orient new employees of the terms and conditions of the company, the products and present guidelines to ensure customers get the best service.
- ☐ Implements cleanliness and orderliness of the store as a whole.
- ☐ In – charge of weekly and monthly inventories, maintaining a sales report which is given directly to the manager.

**Stock Controller/Merchandiser**  
**Reporting to Supervisor Makro**  
**Batangas Inc.**  
**Balagtas Batangas City, Philippines**

**February 2011 to August 2011**

***Duties and Responsibilities:***

- Maintain proper display of the items, items should be eye level and good visibility.
- Always following the F.I.F.O
- Clear communication regarding with the delivery of the items.
- Maintain the accuracy of the annual inventory, including weekly and monthly report.
- Reporting directly to the duty supervisor in that section.

**Checking Assistant**  
**Reporting to Supervisor Meridien Business Leader Inc. (Philippines**

**November 2009 to April 2010**

***Duties and Responsibilities:***

- ☐ Ensure operation execution meets company standard and customer satisfaction
- ☐ Be personally available to customer to communicate and identify their needs and address their questions and concern.
- ☐ Executing physical inventory, overseeing the inventory process in the store.

**EDUCATIONAL  
BACKGROUNDEDUCATIONAL  
BACKGROUND**

*Tertiary*

Bachelor of Science in Custom Administrations  
Lyceum of the Philippines University- Batangas  
(2003-2008)

**PERSONAL DETAILS**

Nationality : Filipino  
Birth Date : April 28,1986  
Marital Status : Married  
Visa Status : Working Visa  
Languages : English, Arabic, Tagalog

**SKILLS**

- ☐ Can drive light vehicle with Qatar driving license

Driving License: 03/2020 up to present

- \* Can drive Heavy vehicle with Qatar Driving License

I hereby certify that the above statements are true and correct to the best of my knowledge.

RONNEL M. LAYLO

