



# Tariq Mohammad Asad

✉ tarekassad2000@gmail.com | ☎ +974 3332 0453

Nationality: Syrian | Date of Birth: 16/11/1985

## Professional Summary

Dynamic and results-oriented Retail Manager with over 10 years of experience leading high-end and luxury retail operations across the GCC. Proven expertise in driving business growth, optimizing KPIs, and enhancing profitability through strategic sales planning, P&L reporting, and operational excellence. Adept in team leadership, customer experience, visual merchandising, and brand representation. Recently expanded experience into hospitality and construction management, demonstrating entrepreneurial initiative, project supervision, and strong operational skills.

## Core Competencies

- Retail Store Management & Operations
- Profit & Loss (P&L) Reporting
- KPI Monitoring & Sales Analysis
- Upselling & Cross-Selling Techniques
- Inventory & Stock Control
- Customer Experience & CRM
- Staff Training & Leadership
- Visual Merchandising & Layout Strategy
- Brand Representation & Marketing
- Strategic Planning & Budget Control
- Project Management & Site Supervision
- Hospitality & Restaurant Operations

## Professional Experience

### Freelance Construction Contractor

Private & Government Projects – Latakia, Syria

Feb 2020 – Jan 2024

- Managed private and government construction projects including new builds, renovations, and restorations.
- Supervised day-to-day construction activities, labor teams, and on-site safety.
- Oversaw procurement, budgeting, scheduling, and compliance with engineering and safety standards.
- Completed residential and public-sector projects, building a strong reputation for quality and reliability.

### Restaurant Owner & General Manager

Private Business – Latakia, Syria

Jan 2016 – Jan 2020

- Founded and operated a local restaurant, overseeing all operations from kitchen to customer service.
- Managed hiring, training, procurement, daily cash flow, and vendor relations.
- Developed menus, marketing campaigns, and loyalty strategies to drive consistent foot traffic and revenue.
- Ensured hygiene compliance, inventory control, and team performance.

### Retail Store Manager

Salam Studio & Stores – Dubai, UAE

Dec 2013 – 2017

- Managed operations of a luxury Kids Department with brands such as Dior, Armani, and Dolce & Gabbana.
- Analyzed KPIs and conducted weekly P&L reviews to optimize performance.
- Trained staff on upselling, product knowledge, and visual merchandising aligned with brand standards.
- Improved stock turnover and space utilization through targeted sales analysis.

## Store Manager

Azadea Group – Gymboree – Al Ain, UAE

Sep 2011 – Nov 2013

- Launched and managed a full retail operation, achieving a 25% increase in Q1 revenue.
- Trained staff in brand storytelling and customer-focused selling.
- Introduced reporting systems to improve inventory decisions and display strategies.

## Store Manager

Rivoli Group – Vertu – Bahrain

Jul 2009 – May 2011

- Managed two luxury mobile boutiques with a focus on elite customer service and luxury brand standards.
- Achieved sales growth through advanced visual merchandising and CRM programs.
- Conducted monthly KPI and sales performance reviews for accurate forecasting.

## Assistant Branch Manager

Alfardan Automobiles – BMW – Doha, Qatar

Jan 2006 – Jul 2008

- Led luxury vehicle sales operations, contributing to a 15% increase in showroom traffic.
- Managed high-value customer relationships, closing premium vehicle sales with tailored follow-ups.
- Improved customer loyalty through personalized service and CRM tools.

## Key Achievements

- Increased store net profit by 12% through process efficiency and staff development.
- Surpassed sales targets by 20% via strategic upselling and reporting.
- Improved gross margins by optimizing SKUs and reducing inventory errors.
- Trained sales teams in luxury retail standards, achieving a 15% increase in transaction value.
- Launched and stabilized new retail outlets in high-profile GCC locations.
- Successfully transitioned into entrepreneurship and construction with strong results.

## Education

Bachelor's Degree in Business Management

Latakia, Syria – 2005

English Language Level 3 Certificate  
Al Alson Academy, Syria

## **Technical Skills**

- Microsoft Office Suite (Excel, Word, PowerPoint)
- POS & Inventory Systems (SAP, Oracle, Netsuite)
- CRM Tools (Salesforce, HubSpot)
- Retail & Business Analytics Software

## **Languages**

- Arabic: Native
- English: Fluent