



ACHRAF DAMMAK

Store Supervisor - Home decor

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Experienced and results-oriented professional with a strong track record in retail operations and team supervision. Skilled in managing daily store activities, organizing staff schedules, delegating responsibilities, and ensuring high standards of customer service. Adept at resolving staff and customer inquiries, coordinating supplier relations, and maintaining efficient workflow. Known for strong leadership, team development, and the ability to align staff with organizational goals. Committed to delivering excellent service and a positive shopping experience. Currently residing in Qatar with a valid work ID, ready to contribute immediately to local retail operations.

PROFESSIONAL EXPERIENCE

General Manager - Orion Decoration	Tunisia, 2018 - 2025
<ul style="list-style-type: none">Supervise daily operations of a home decor retail store specializing in handcrafted olive wood products, ensuring workflow efficiency and excellent customer service.Lead a team of sales and production staff; organize work schedules, delegate tasks, and maintain high staff performance.Implemented visual merchandising strategies that increased showroom traffic and enhanced the shopping experience.Manage inventory and coordinate with suppliers to maintain product quality and availability.Handle customer and team inquiries, maintaining a professional and supportive store environment.Represent Orion Decoration at national and international trade fairs, expanding export channels and forming strong B2B partnerships.Launched targeted promotions and marketing campaigns, resulting in over 40% sales growth within two years.Maintain high standards in store layout, team training, and client satisfaction, positioning the brand as a leader in artisan home decor.	
Furniture Designer & showroom manager - EDWARDS	Tunisia, 2016 - 2018
<ul style="list-style-type: none">Managed the design and presentation of furniture collections, ensuring alignment with market trends and customer expectations.Supervised a showroom team and coordinated purchasing, merchandising, and customer service operations.Provided tailored consultations and contributed to sales growth through high-impact product presentations.Increased showroom sales by 25% through improved layout, customer engagement, and seasonal product displays.Reduced procurement delays by enhancing supplier communication and streamlining ordering processes.Strengthened client loyalty by delivering personalized design support and maintaining high service standards.	

EDUCATION

Professional Aptitude Certificate – Traditional Industries (CAP IT)	2024
Granted by the regional administration of employment and vocational training	
Bachelor's Degree in Furniture Design	2013 - 2016
Higher Institute of Arts and Crafts of Sfax	
Baccalaureate in Economics and Management	2013
Majida Boulila High School	

SKILLS

<ul style="list-style-type: none">Strategic Leadership & Team ManagementRetail & Export Operations OversightHome Decor & Olive Wood Product ExpertiseSales Growth & Business DevelopmentTrade Fair & Exhibition ManagementSupply Chain & Inventory OptimizationBrand Building & Marketing Strategy	<ul style="list-style-type: none">Communication & Public Relations: Building strong relationships with clients and suppliersDesign & AestheticsStrong understanding of product design, materials, and user experience.Software Proficiency: Skilled in Photoshop, Illustrator, and AutoCAD
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ADDITIONAL INFORMATIONS

- Languages:** Arabic - French - English
- Certifications:** Microsoft Excel – Professional Certificate | 2018