



# REDA SERESTOU

**Address:** Doha .Qatar  
**Phone:** +97470925189  
**Email:** serestou29@gmail.com  
**linkedIn :** linkedin.com/in/serestou-reda

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## PROFESSIONAL SUMMARY

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Experienced Showroom Manager with 6+ years in Qatar retail market. Proven ability to increase sales, lead teams, and enhance customer experience. Successfully improved store performance and exceeded sales targets through strategic planning and operational excellence.

## WORK EXPERIENCES

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### Showroom Manager

Nazih Cosmetic Group – Qatar

Jan 2022 – Present

- Manage daily showroom operations including sales, staff, and customer service
- Increase revenue through strategic sales planning and promotions
- Optimize inventory and reduce stock losses
- Train and lead sales teams to improve performance
  - Increased showroom sales by 20%+ through strategic planning and promotion

### Showroom Manager

Patchi Chocolat – Qatar

Feb 2018 – Jan 2022

- Led luxury retail showroom operations
- Achieved and exceeded sales targets consistently
- Managed inventory, stock audits, and product display
- Delivered premium customer service experience
- Supervised and trained staff

### Team Leader

Watchlux Watches – Morocco

Jan 2015 – Jan 2016

- Led team operations and sales activities
  - Trained new employees
  - Supported management in achieving sales targets
  - Improved customer satisfaction and loyalty
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## SKILLS

- Retail Operations Management
- Sales Growth & KPIs
- Team Leadership (10+ Staff)
- Customer Experience Management
- Inventory & Stock Control

## EDUCATION

- Diploma in Computer Science – ITSC Casablanca
- Technician Diploma – L.T.S.LC
- Secretarial Diploma
- Retail Management – Great Learning Academy
- Baccalaureate (Arabic) – Casablanca

## LANGUAGES

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- Arabic: Fluent
- English: Fluent
- French: Fluent