

DEEPALI PATEL



deepa78@icloud.com



056 928 7252



Dubai,
UAE

PROFILE

Experienced Beauty manager that is confident and has an innovative leadership style. Energetic, passionate for team development and career driven individual that has vast experience in retail management. Excellent knowledge of store management, multi store handling and store openings.

SKILLS

- Multi Store Handling
- Project Management
- New Store Openings
- Training & Development
- Computer Literate
- Customer Service
- Marketing
- Administration
- Inventory Management
- Recruitment
- Appraisals/Performance Management
- Store Operations
- Travel Retail-UAE

EMPLOYMENT HISTORY

STORE MANAGER-Hermes Parfumeur-AI Mana Lifestyle
August 2024-Dec 2025

Dubai, UAE

Working for Hermes Parfumeur was an experience that enabled me to come in at an elevated level and set up the store functions with the experience I gained from my previous roles. Though it was a role that I had undertaken previously this time the role was quite different. Responsibilities included as per below but not limited to;

- Overall management of Store Operations
- Driving/Achieving sales targets and KPI's
- Implementation of Audit Procedures/SOP's
- Stock Inventory/Management/Cycle Counts
- Floor management
- Working with Marketing to plan and execute instore events
- Recognize opportunities for the business and successful implementation
- Building internal/external relationships
- VM
- Training/Development of team-Succession Planning
- Performance management
- Building customer loyalty-CRM
- Recognize opportunities for the business and successful implementation

RETAIL SALES MANAGER-TRSS (Travel Retail Sales and Services), AER RIANTA INTERNATIONAL
Abu Dhabi, UAE September 2023-November 2023

Joining Travel Retail was truly an amazing experience as I assisted in opening Zayed International Airport in Abu Dhabi. The project commenced in September where I worked with a team to execute the successful opening of the

Beauty, Sunglasses and Jewellery division in the airport. Pre-opening duties included supporting the Dublin Duty Free team to deliver training across a 3-week period for 250 team members, working with external brands to ensure all team members were trained prior to the airport launching and delivering SOPs in line with Travel Retail and Aviation Industry.

- ◆ Accountability for overall performance of the Beauty, Sunglasses and Jewellery division per shift.
- ◆ Passenger Experience-ensure Sales Team had a clear understanding of their objectives, both in terms of sales and customer service.
- ◆ Delivering product training across all departments by liaising with external brands and providing ongoing support to the entire team, including the management team.
- ◆ Supporting Head of Retail to drive Travel Retail sales and increase profitability.
- ◆ Increase sales versus budget within departments by focusing on PAS (Passenger Average Spend) as a key metric.
- ◆ Ensured highest shop floor standards were always maintained within departments.
- ◆ Ensured supervising and staffing levels were correct to meet the demands of the business (Gender/Languages spoken, Specialists and Departmental cover).
- ◆ Grooming as per company standards was adhered to.
- ◆ Actively managed the performance of team members through regular reviews and performance log.
- ◆ Encouraged professional development and mobility within the team to support global succession planning.
- ◆ Encouraged a positive employee relations environment by addressing concerns quickly and escalating to HR as appropriate.
- ◆ Minimizing security breaches and risk to both passengers and team members by ensuring airport security processes were strictly adhered to.
- ◆ Worked with external brands to ensure their counters, stock, team members, uniforms and planograms were in place ready for the opening date.
- ◆ Working with the Marketing Team to ensure campaigns and promotional space was executed to the highest standards.
- ◆ Built positive brand relationships.
- ◆ Working with the Buying Team and Head of Retail to ensure healthy availability of stock, including Travel Retail Exclusives.
- ◆ Executing VM standards in line with Travel Retail requirements.

BRAND MANAGER – AESOP, SEDDIQI HOLDINGS
July 2019 – June 2023

Dubai, UAE

My overall responsibility as an Area Manager is driving sales, increasing brand awareness, and developing a motivated and high performing team through an effective and positive leadership style. Working with internal and external key relationships to build the brand within the UAE and GCC.

I have executed successful store openings in the UAE by strategic planning, liaising with brand principles and worked closely with key internal departments.

Building brand awareness by working with other retailers in presenting the brand across different platforms and retail spaces.

I was responsible in ensuring my team represent the brand aligned with global brand standards. I ensure that my managers are empowered and set a positive environment for the success of the team and their own succession.

Key Focuses:

- ◆ Target/KPI driven
- ◆ Building internal/external relationships
- ◆ Working with brand principles for Marketing opportunities, products, store operations and brand trainings
- ◆ Understand market trends and competitors to enhance brand presence
- ◆ Audit
- ◆ Inventory Management
- ◆ Training/Development of team
- ◆ Recruitment
- ◆ Performance management
- ◆ Successfully grow CRM
- ◆ Building brand awareness by boarding on new accounts

- ◆ Working closely with internal Marketing to promote the brand in UAE
- ◆ Store Openings
- ◆ Operational management-leads and implements strategies to enhance operational efficiencies in the stores.

DEPUTY BEAUTY MANAGER – BLOOMINGDALES, AL TAYER
July 2016 - May 2018

Dubai, UAE

- ◆ Moving to Bloomingdales was a great opportunity for me as this was the next step to build on my department store experience. In line with the scale of business the annual turnover was AED156m with a team of 170 including a management of 14.
- ◆ Working with a large team meant people development was a major part of this role to maximize on skill set, team motivation and ensuring the environment was energetic.
- ◆ Driving in-store animation and working closely with the marketing team was a crucial part of the role to execute monthly animations.
- ◆ Driving/Achieving sales targets and KPI's
- ◆ Floor management
- ◆ Event management-Planning/Execution
- ◆ Working with Marketing and PR to promote brands in Bloomingdales
- ◆ Building internal/external relationships
- ◆ VM
- ◆ Audit-Store Operating Standards (SOP)
- ◆ Inventory Management
- ◆ Training/Development of team
- ◆ Recruitment
- ◆ Performance management
- ◆ Building customer loyalty-CRM
- ◆ Increasing sales through beauty room services

DEPUTY BEAUTY MANAGER – HARVEY NICHOLS, AL TAYER
June 2015 - June 2016

Dubai, UAE

Being the Deputy Beauty Manager for Harvey Nichols, I was reporting to the Retail Manager, my role involved managing the Beauty and Fragrance Hall with a team of 120.

My role was like my previous role but on a larger scale paying more attention to events/marketing to maximize sales. Planning, organizing, and executing events was a major part of this role.

Building relationships with VIP clientele and internal/external contacts was a must in this role.

STORE MANAGER – AL TAYER
January 2014 - May 2015

Dubai, UAE

Promoted to the Store Manager role at the beginning of the year and solely responsible for their flagship store in Dubai, I was managing a team of 70 including a team of 6 managers. Based in the same store my responsibilities grew into;

- ◆ Driving/Achieving sales targets and KPI's
- ◆ Event management-Planning/Execution
- ◆ Building brand relationships
- ◆ VM
- ◆ Audit-Store Operating Standards (SOP)
- ◆ Inventory Management
- ◆ Training/Development of team
- ◆ Recruitment
- ◆ Performance management
- ◆ Building brand loyalty through CRM program

ASSISTANT STORE MANAGER – AL TAYER
January 2013 - December 2013

Dubai, UAE

Working for one of the biggest retailers in the Middle East I was working for a premium and prestige beauty store Areej. Based in their flagship store in Dubai my role and responsibilities were managing a team of 70 staff, working directly under the Store Manager my role consisted of;

- ◆ Driving/Achieving sales targets and KPI's
- ◆ Event management-Planning/Execution
- ◆ Building brand relationships
- ◆ VM
- ◆ Audit-Store Operating Standards (SOP)
- ◆ Inventory Management

ASSISTANT STORE MANAGER – SPACE NK
September 2011 - December 2012

London, UK

Working with a company that carried Niche/Bespoke brands ranging from Make Up, Skincare, Fragrance, Haircare and Lifestyle gave me the opportunity to build on my commercial Beauty background. Working for Space NK gave me the platform to learn a wealth of knowledge from a different perspective and grow my relationships with multi brands.

Working in an affluent area of London with demanding customers, being efficient, quick thinking, professional and delivering a bespoke customer experience was key. Relationship building was a success for this role.

- ◆ Sales driven by meeting/exceeding KPI's
- ◆ Masterclasses
- ◆ Staff training
- ◆ Customer experience/Building clientele
- ◆ Event management with neighboring businesses in the area
- ◆ Inventory management

BUSINESS MANAGER – RODIAL, HARVEY NICHOLS
July 2010 - August 2011

London, UK

Representing the brand in a well-known department store by being sales driven and successfully planning and executing events for the brand growth.

- ◆ Sales driven by meeting/exceeding KPI's
- ◆ Recognize opportunities for the business with successful implementation
- ◆ Event management
- ◆ Inventory management

STORE MANAGER – DEBENHAMS, M H ALSHAYA CO
February 2008 – October 2009

Dubai, UAE

An ambitious, passionate and customer eccentric Store Manager with a drive to grow and elevate my team by being an inspirational leader.

- ◆ Sales driven by meeting/exceeding targets and KPI's
- ◆ Recognize opportunities for the business and successful implementation
- ◆ Event management
- ◆ Project Management of the first store opening of VaVaVoom in the UAE
- ◆ Assisting with store openings in Kuwait and Bahrain – Debenhams and VaVaVoom
- ◆ Conducting training for new recruits
- ◆ Implementation of training guides and materials
- ◆ Audit/Inventory Management
- ◆ Building internal/external brand relationship
- ◆ Team development and succession planning

ASSISTANT MANAGER – CHANEL
May 2007 – January 2008

London, UK

Live by the Chanel brand values through excellent product knowledge, build long standing relationships to grow the brand and build relationships.

- ◆ Sales driven- Meeting/Exceeding targets
- ◆ Staff training
- ◆ Clientele planning
- ◆ Building customer database through Skincare/Make Up/Fragrance consultations
- ◆ Inventory management

COUNTER MANAGER – LANCOME
April 2006 – April 2007

London, UK

Overall responsibility for the achievement of Lancome retail objectives by maximizing all sales opportunities and ensuring the team provided the highest level of customer experience.

- ◆ Sales driven- Meeting/Exceeding sales targets
- ◆ Staff training
- ◆ Customer experience-CRM Loyalty
- ◆ Inventory management
- ◆ Events

FRAUD & COMPLIANCE TRAINER – BANK OF IRELAND
March 1999 – May 2005

London, UK

- ◆ Implementation of a new I.T system in the organization
- ◆ Developing PowerPoint training guides for employees
- ◆ Conducting successful training programs for employees
- ◆ Excellent knowledge of Compliance and Regulatory Risk
- ◆ Excellent knowledge Anti Money Laundering Legislation

QUALIFICATIONS

2006	Make Up Artistry: Basic and Advanced Level Beauty Base School, London, UK (BABTAC Certified-The British Association of Beauty Therapy and Cosmetology)
1997-2000	Business and Finance Kingston University, UK

ADDITIONAL INFORMATION

Date of Birth: 01/06/1978
Nationality: British

