

Curriculum Vitae

Carolina Masri

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Introduction

- **Customer Services, Guest Relations**
- **Accounting and Finance**
- **BT3 Management Business Information**
- English and French

Objective

Seeking a career opportunity in a global organization; to grow, advance and enhance my skills experiences in human resources, finance, logistics and purchasing.

Education

2012 – 2014	Accounting and Finance Holy Spirit University of Kaslik (USEK), Kaslik Lebanon
2009-2012	BT3 Management of Business Information American University of Beirut (AUB), Beirut, Lebanon

Professional Experience

Aug 2017-Current	Azdea Group Customer Services & Coordinator
Nov 2016- July 2017	Le Royal Dbayeh Guest Relations <ul style="list-style-type: none">▪ Follow up on the shop team conducting daily meetings to discuss sales achievement versus target and distribute roles to reach objectives▪ Assist hotel guests in registration, inquiries, key handling and other related matters.▪ Keep marketing programs up-to-date▪ Handle mailing activities
Nov 2015- Oct 2016	Sales & Accounting Global Aim <ul style="list-style-type: none">▪ Handle shipping and customer requests as well as documentation▪ Provide detailed tracking information via email and mobile devices▪ Ensure that quality control guidelines were enforced▪ Assist with billing, issues prepared invoices and processed payments▪ Establish ongoing relationships with local businesses▪ Implement innovative marketing efforts to increase business▪ Aid in tracking delayed or missing shipments.

June 2014- Sept 2015

Shop Manager Designer
New Trends

- Follow up on the shop team conducting daily meetings to discuss sales achievement versus target and distribute roles to reach objectives
- Train new and old team customers related issues
- Set shop team attendance schedules according to business needs and monitor implementation.
- Assess team performance and assure training implementation.
- Set targets for team daily/weekly/monthly and motivate team to achieve their targets
- Analyze shop, brand performance, and take necessary action with approval from area manager.
- Support all marketing activities
- Demonstrate customer service and be a role model for team.
- Handle customer complaints.
- Provide feedback to area manager about customer needs.
- Enhance the customer service provided to customer through shop team
- Ensure appropriate stocks of products are available
- Conduct inventory of products.
- Ensure all transfers in and out are accurately recorded as per policy
- Ensure appropriate quantities of bags and POS (Point of Sale) display materials
- Ensure windows displays, shop graphics and POS materials as per guidelines
- Check products proper arrangement on the shelves and tables
- Ensure all financial and banking work is completed accurately
- Ensure all returns and exchanges are made according to policy

Dec 2013 – June 2014

Assistant Manager
United Color of Benetton -New Trends

- Working with the Store Manager to achieve objectives.
- Staff provide ensuring the highest levels of customer service and that they have the skills and support to maximize sales.
- Provide feedback to the store, brand and area managers around staff and products.
- Replacing Store Manager during periods of leave.
- Acting as a leader on the shop floor and giving excellent customer service.
- Generating sales and profitability.
- Recruit, hire and develop a strong team.
- Coach team members ensure all transfers in and out are accurately recorded as per policy.
- Ensure appropriate quantities of display materials.
- Ensure windows displays, shop graphics and POS materials as per guidelines.
- Check products proper arrangement on the shelves and tables.
- Ensure all financial and banking work is completed accurately.
- Ensure all returns, exchanges are made according to policy.

June 2013-Nov 2013

Secretary
Office Immigration

Sept 2012-June 2013

Store Manager
Aviator Style

- Streamlining the processes to improve client's experience and process accuracy.
- Ensuring harmony and effective collaboration among different teams.
- Maintaining the stock records of the store and placing orders accordingly.
- Supervising the sales activities.
- Leading the sales team.
- Helping the team in handling sensitive or difficult situations.
- Supervising the store aesthetics such as displays and window dressing.
- Ensuring creation of new designs for display.
- Keeping track of the attendance and leaves of the employees.
- Recruitment of new employees.

Training and Achievements

2017

Azadea Group

- Fashion and Product Knowledge
- Exceptional Customer Service
- Cashier Training
- Effective Communication Skills
- Art of Customer Satisfaction
- Types of Customers and Dealing with each type
- Selling Methods
- Teamwork in Action
- Body Language Insights

2015

Makeup Courses (6 month)

Milou, Jounieh Lebanon

Technical Knowledge and Software

- Microsoft Office (Word, Excel, Power Point)
- Omega
- Bim Pos
- Swift Pos
- Micros (Spark)
- HIPSOS

Hobbies and Activities

Sports, Traveling, Music, Jogging and Reading