



Mustafa Fathy Awad

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Objective:

- Seeking for a challenging position in your esteemed organization whereby I can enhance my academic background, interpersonal skills, experience and skills leading to both self-satisfactions, and the benefit and progress of the organization.

Education:

- I Graduated from Faculty of mass communication - Cairo University (Open education)

Career History:

- Store Manager in Dr's Lounge (2025) in KSA
- Store Manager in PMG Group (2023) in EGYPT
- Store Manager in PUMA (2022) in EGYPT
- Assistant store Manager in PUMA (2020). In EGYPT
- Assistant Manager in Tommy Hilfiger (2016) in EGYPT
- Section Manager in LC Waikiki (Full time) (2014) to (2016) in EGYPT

Experience:

- Can analyze and interpret retail KPI and use it to drive the store's overall performance.

- Daily audit using store compliance Checklist.
- Coordinate Daily staffing and staffing schedules.
- Train, develop, and supervise staff.
- In store VM trainer so Participate in team meetings and team huddle to understand needs, delivery of stock and Sales and retail KPI analysis to drive sales through VM.
- Welcomes customers by greeting them; offering them assistance.
- Directs customers by escorting them to racks and counters; suggesting items.
- Advises customers by providing information on products.
- Helps customer make selections by building customer confidence; offering suggestions and opinions.
- Keeps clientele informed by notifying them of preferred customer sales and future merchandise of potential interest.
- Contributes to team effort by accomplishing related results as needed.

Achievements:

- Opening O'Five Multi Brand **Point 90 Mall**.
- Opening PUMA **Mall of Egypt** store as layout, plug and play.
- Opening PUMA **Mall Of Arabia** store as layout, plug and play.
- Opening PUMA **Cairo Festival City** store as layout, plug and play.
- Opening PUMA **City Stars** store as layout, plug and play.
- Opening PUMA **City Center Al Maza** store as layout, plug and play.
- Opening PUMA **City Center Alex** store as layout, plug and play.
- Opening ASICS **Mall of Arabia** store as layout, plug and play.
- Opening ASICS **Cairo Festival City** store as layout, plug and play.
- Opening ASICS **City Center Al Maza** store as layout, plug and play.

PERSONAL SKILLS

- Interest in fashion & sports desirable.
- Organized and detailed oriented.
- Self - motivated.
- Team Worker.
- Effective problem-solving abilities.
- A good eye for style, coordination and attention to detail.
- Strong Organizational Skills
- Good In English

• Personal information

- Date of Birth : 13.09.1992
- Place of Birth : Cairo , Egypt
- Nationality : Egyptian
- Marital Status : Married