



Adam Ebrahim

District Manager/Area Manager

📍 London, UK

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Languages

English (Fluent)

About

Customer-focused retail professional with well-thought out business strategies to drive sales and boost customer satisfaction. Highly experienced in retail management with focus on exceeding sales targets. Proven track record in managing large and diverse teams through mentorship and nurturing. Experienced in conceptualising customer-centric store designs while simultaneously optimising current techniques. Adept in new business acquisition while maintaining and enhancing relationships with current business partners. Excellent communicator with hands on approach when engaging with clients and employees.

BRANDS WORKED WITH

Gap

Reiss

Samsung

Experience



● District Manager

Gap | Nov 2018 - Feb 2020

KEY RESPONSIBILITIES KEY EXPERIENCES

- Attract, hire, develop and retain the best team to meet both short and long-term business goals.
- Monitor performance and consistently follow up to ensure results are delivered.
- Develop individual and team performance & capabilities via clear expectations, intentional conversations, meaningful recognition and accountability.
- Foster and maintain an inclusive and collaborative work environment.
- Identify themes in product performance across your portfolio and create a district merchandising plan to excel performance utilizing data points, strategy and seasonality
- Lead effective store visits focused on driving behaviors which enable the team to consistently deliver results in all areas of the business.
- Identify and use multiple ways to achieve goals when confronted with obstacles; plan for contingencies.
- Identify and solve problems with sustainable solutions
- Maintain a keen awareness of the external market and competition
- Ensure stores are operating in compliance with all Gap Inc. policies and procedures



● General Manager

Gap | Apr 2017 - Jan 2018

Spearheaded sales and improved profitability plan while simultaneously managing 90 employees.
Led team deliver all around exciting customer experience that boosted sales and service.
Implemented denim and hemming services that enhanced customer experience. Developed effective business strategy and procedures.
Composed delivery and stock control plan to increase stock to floor conversion rate. Arranged work experience initiative to support college students in retail and life skills.
Introduced out of hours delivery team to speed up deliveries.
Enhanced sales through creation of positive relationship between store employees and customers.



● General Manager

Samsung | Nov 2020 - Mar 2022

Launching and setting up a completely brand new store in the heart of the banking district Canary Wharf.
Accountable for delivering on PRS and Samsung goals.
Inspiring exceptional customer service through training developing and updating on current and new devices.
Creating an exceptional operations plan for new product launches
Driving operational excellence throughout the store and in the engineering workshop.



Being resourceful and working with the shopping centre to drive traffic and footfall into store using their website and marketing spaces.
Ensuring all the right parts we bought and audited weekly basis to ensure quick turnaround around to deliver on KPI's

● Senior Store manager

Reiss | Nov 2022 - Now

- Implement the strategic planning and major operational and commercial activities of the sales area, responsible for the sales performance and create a people first working environment within the area.
- Collaborate with all functions in the area team, contribute and develop an efficient information- and workflow and work towards the set long- and short-term goals
- Collaborate with team and follow-up of the sales strategy to the store managers/store teams, to secure objectives and align with regional goals
- Steer and grow Managers to grow the business, guide through the whole employee life cycle, secure an excellent direct and indirect customer service within the area, through securing operations, standards and trainings
- Work with the Area HR to implement an appropriate staff structure in your stores, to secure operations can be handled with quality and efficiency
- Collaborate with the Area Visual to ensure all sales campaigns are carried out in accordance with company guidelines and secure a high standard of visual merchandising, support and challenge to optimise store layouts to drive selling
- Ensure all Managers receive the appropriate level of training, be aware of talents in the area and enhance succession planning.
- Monitor the service level of competitors ensuring that my store remains an industry leader