



IBRAHIM JIBAOUI

VISUAL MERCHANDISING MANAGER

CONTACT

Dubai UAE
(Transferable work Visa)

+971 524-383973
ibra.jibaoui@icloud.com
www.ibrajb.com

EDUCATION

BT3 Hospitality Management
C&E Collage
2009

Bachelor in
Hospitality Management
AUCE University
2011

SKILLS

- Retail visual merchandising
● ● ● ● ● ●
- Store productivity reports
● ● ● ● ● ●
- Floor planning
● ● ● ● ● ●
- Props creation
● ● ● ● ● ●
- Inventory management
● ● ● ● ● ●

ABOUT

VMM with 13 years experience as a Garment Professional in Sales, Marketing, Merchandising, Sourcing, Designing, Sampling, Recruitment and Production, follow up on intransit & shipment Visibilities.

WORK EXPERIENCE

Victoria Secret
Visual Merchandiser Manager
2021 - Present

Full assortment store • Dubai Festival City
Full assortment store • Mirdif City Center
Flagship store • Dubai Mall UA

- Creatively expand store on weekly promotions and events.
- Performed sales floor planning.
- Created visual displays.
- Set a clear image for result.
- Act in alignment to the organization’s culture, and targeted market.
- Monitor costs and work within budget.
- Oversee the production and brief staff on arranging displays.
- Change displays to promote new product launches.
- Liaise with suppliers and source elements.
- Research lifestyle, demographics, and design trend.

Hashtag #
Store Manager
2020-2021

- Create attractive layers and window displays.
- Developing store strategies to raise customers’ pool.
- Meet sales goals by training, motivating, & mentoring.
- Ensuring high levels of customer satisfaction.
- Track sales and best-selling items.
- Create weekly & monthly report.
- Maintain awareness of market trends.
- Designed and outposts for opening promotions and sales.
- Directing the entire visual merchandising process.
- Analyzed business trends and implement creative strategies.
- Track and maintain inventory.
- Strategize ways to increase unmoving items sales.

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PROFESSIONAL TRAINING

AlShaya Group Training Center
Becoming a Professional
2018

Grow With Us
GWU Certificate
2019-2020

It was an Honour for me to work for Victoria Secrets under the umbrella of Al Shaya Group specially to have the opportunity to get into the Grow with Alshaya training program the experience was very Knowledgeable and challenging and I learned a lot. I would like to thank all the seniors, and in particular Ms. Viktoriya Maznichenko, who was and still so helpful and supportive since day one.

WORK EXPERIENCE

Victoria Secrets & PINK
Cluster Visual Merchandiser Supervisor
“Acting Manager In charge”
2014-2020

Stand-alone opening & launching
Victoria Secrets (ABC Achrafieh) and PINK (ABC Verdun)

- Maintained merchandising transfers records.
- Designed outposts for opening promotions and sales.
- Directing and producing the entire visual merchandising process.
- Work very closely with the fashion retailers Head Office team.
- Developed and coordinated brand strategies.
- Implementing all marketing trade and marketing programs.
- Analyzed business trends and implemented creative strategies.
- Install graphics and signage and dismantle displays.
- Create new design ideas.
- Build visual libraries of products.
- Install graphics and signage and dismantle displays.
- Tracked and maintained inventory levels within corporate guidelines.
- Analyze the need for product.
- Create visual representations of existing and new products.
- Act in alignment to the organization's culture.
- Monitor costs and work within budget.
- Managed interior and exterior displays of 1600-M2 design center.
- Revamped 60% of floor plan and merchandising.
- Collaborated with management to strategize ways to increase unmoving items sales.
- Facilitated sell-off of obsolete and overstock inventory.

DACH Beirut – Angels – Caramel – Taboo – iLike
Free Lancing Visual Merchandising
2011-2021

- Performing market research regarding competition and trend.
- Created reports and discuss opportunities.
- Performing market research regarding competition and trends.
- Created research reports and discuss opportunities with supervisors.
- Provided support to each promotional activity by assisting in creating and implementing visual merchandising strategies.
- Dressed mannequins according to themes and colors being followed by campaign.
- Assisted in setting up and maintaining fixtures such as props and detailed displays.
- Analyzed the need for visual merchandising by looking through product details.
- Create visual representations of existing and new products.
- Build visual libraries of products.

HOBBIES

Gaming Writting Travelling Sketching