



## DONNA NEIMAN

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**Fostering transformational leadership ....executing inspiring sales & marketing initiatives**

### Career Profile

*Creative, results-oriented **Fashion Industry Professional** with a record of dynamically revolutionizing an organization, ensuring survival, and driving growth during economic downturns. Demonstrated leadership abilities in launching products, devising empowering advertising campaigns, and restructuring territories for maximum profitability. Managed leading brands and gained valuable international fashion expertise in Europe and the Middle East. Fluent in French and English. **Seeking a Sales/Marketing Management position in the Fashion industry where I can spearhead an organization to its boundless potential.***

### Professional Experience

**Group Division Manager**                      **EI Mummai Group – Jeddah, Saudi Arabia**                      **2001–Present**

Charged with overseeing numerous famous brands including: Guess, Kids Guess, Levi's, Dockers, Replay, Fubu, D&G, Moschino, Iceberg, Bikkembergs, and Exie, among others. Played key role in company reorganization, including revitalizing obsolete products, restructuring the product mix, improving merchandising strategies, reorganizing territories, and launching an influential advertising/marketing campaign. Consistently ensure a team atmosphere and positive employee relations.

- ☞ Fostered and maintained strong communications and business relations with all suppliers, which increased 30% business.
- ☞ Stabilized sales in a declining market by bringing in popular brands, such as Levi's and Dockers, renovating stores, implementing a retail education program for sales staff, initiating a new client service program, and transforming the corporate image.
- ☞ Efficiently streamlined procedures by implementing RetailPro, a new software program for stock management.
- ☞ Contributed to creating a new concept store that re-established The Group as an innovative market leader.

**General Manager**                      **Tumood Laeed Collective – Jeddah, Saudi Arabia**                      **2000–2001**

Served as the head of sales, marketing, and advertising for the Oasis Mall with 100 retail outlets. Managed brands including Jack & Jones, Exit, Vero Moda, Selected, Only, and Oxygene. Facilitated harmonious communication between employees for enhanced team collaboration and improved supplier relations. Saved a declining company through reorganization, including installing new technology, improving quality of service, optimizing the administrative and operating system, and revitalizing sales.

- ☞ Increased market share and profits and reduced costs by reorganizing the fashion division according to the western standard. Created new and goal-oriented IT, accounting, and commercial departments.
- ☞ Established and deployed the Oasis Mall property leasing department that oversaw rentals, contracts, renewals, and billings; designed and implemented the marketing and advertising departments, overseeing the design of the mall's new logo and promotional events.

**Commercial Director**                      **Trading Company Limited – Kiev, Ukraine**                      **1998–2000**

Oversaw the organization that included creating and introducing new concept stores, revitalizing sales. Managed various brands including: Lee & Wrangler, Big Star, Benetton, Mango, Morgan, Nike, Reebok, Adidas, Energie, Miss Sixty, Levis, Unlimited, 4YOU, and Sineqanone, among others.

- ☞ Reorganized territories, improved merchandising strategies, and enhanced service quality by 40%.
- ☞ Re-launched company's corporate image by establishing a new advertising agency, new logo/image campaign, and promotional activities, which enhanced online reputation of the organization by 45%.

**Education**                      **Bachelor of Management, Jeddah University – Jeddah, Saudi Arabia**

**1997**

