

Ekinci, Muhammed Ikbal

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SUMMARY OF QUALIFICATIONS

- Fostered strong client relationships which I was able to nurture and grow even after I moved to H&F Retail Concepts, Inc.
- Gained relevant industry experience in Canada through my work with Capri Holdings
- Illustrated and honing my skills in sales leadership, public relations, training, product knowledge and team management
- Improved the local watches and jewelry market share for Louis Vuitton Philippines, developed new and global clientele and

generated sales for H&F Retail Concepts, Inc. during the pandemic, and awarded Top Average Dollars per Transaction on my first month with Michael Kors Canada

EDUCATION

Centennial College, Scarborough, ON, Canada

Post-Graduate Certificate in Global Business Management, September 2022 – April 2023 • GPA: 4.1

Bilgi University, 2021

BSc in Interdisciplinary Business Studies, 2017

- Cum Laude
- Outstanding Thesis: *A Comparative Study on the M-Commerce Platforms, their Application of the Disruptive Attributes of*

M-commerce, and its Effects on Customers' Perceptions on the M-commerce of Good Meal Hunting and Upgrade

- Consistent Dean's Lister (2013-2017)
- CGPA: 3.4/4

EMPLOYMENT EXPERIENCE

CENTENNIAL COLLEGE, Scarborough, ON **Student Ambassador**, January – May 2023

- Worked together with the Enrolment Services team in providing assistance to students during orientation week, start of the semester and during seasonal events such as convocation and open house
- Highly demonstrated ability to communicate with students from various backgrounds with different concerns, and flexibility in undertaking various roles during related events

H&F RETAIL CONCEPTS, INC., Makati, Philippines

It is a fashion house which brought global fashion luxury brands to the Philippines such as Off-White, Officine Universelle Buly, Fred Perry in stand-alone boutiques and many more alternative luxury brands through its multi-label concept stores. During my tenure, it had 20 stores nationwide.

Sales Development Manager, October 2020 – July 2022

- Worked closely and directly under the President
- Generated Php 1 million (CAD 23, 000) in one day for my last store buzzer versus daily average sales of CAD 7,000
- Maintained & developed the Customer Loyalty Program through our e-commerce website and management of store teams

resulting in an increased turnaround time for converting clients into the top tier level from 6 months to 3 months

- Trained the store teams on Retail Basics by enumerating crucial points that affect a client's in-store experience
- Lead by example by grooming 4 walk-in clients with no purchase history and promoting them into top tier level clients by

increasing their repurchase rate

- Liaised with office teams (public relations, marketing & merchandising) and store teams in developing sales and

communications strategies and implementing promotions through data analysis via artificial intelligence, SOLUS

- Crafted 'Client Services Policies' & 'In-Store Client Experience Module' to help the store teams become more organized
- Spearheaded in use of artificial intelligence program in understanding individual customer data and profile which helped

me determine effective communication appeals and approaches in generating incremental sales

- Drafted in-store direct sales operations and strategies in the 2-week duration of the lockdown last August which halted

store operations but instead has helped generate Php 1 million (CAD 23,000) in sales

- Trained via stretch assignment for Senior Client Adviser by undertaking roles in store operations and as Team Lead for

Watches & Jewelry and Leather Goods category

- Conducted product training in the high watch event (pieces worth millions of pesos) and was able to help a team member

secure deposit payment for a Php 2m (CAD 46k) high watch

VOLUNTEER EXPERIENCE DON BOSCO MAKATI ALUMNI

- Helped raise financial support for our Filipino medical front liners last April 2020 with the onset of the pandemic **LOUIS VUITTON PHILIPPINES, INC.**, Makati, Philippines

- Joined and advocated for the Louis Vuitton x Unicef campaign in 2019

ALYANSANG TAPAT SA LASALLISTA

One of the two major political parties in De La Salle University

Batch Legislative Assembly Representative Candidate, 2015 Member, 2015 - 2019

- Part of the organizing team in a symposium by Teach for the Philippines on educating marginalized youth with students at

my university, 2016