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| Gerald John Garbersgeraldgarbers.gg@gmail.com084-840-1250gerald garbers  |  | | --- | |  | | Objective Playing a challenging role in a fast-paced working environment, where contributed strategic initiatives can create branding activates, utilizing thoughtful leadership and communication skills. | | PROFESSIONAL SUMMARY Creative, Innovative and insightful brand manager for the Swatch Group South Africa. Incorporating sales, marketing and advertising experience to successfully increase brand awareness. | | |  | | --- | | personal profile Name and Surname: Gerald John Garbers  Nationality: South African  ID Number: 8210275045083  Marital Status: Married  Drivers Licence: Code 8  Language: English and Afrikaans | | education and qualification Secondary Education: West Ridge High School Matric 2000    Programs:   * Microsoft word, Excel and Outlook * Excel intermediate course completed * SAP * Sales Force * Cognos | | SKILLs |  * A people manger with analytic, strategic and result oriented principles. * Good Interpersonal skills, entrepreneurial * Ambitious and dynamic * People skills * Excellent written and verbal communication skills * Sales skills and ability to close deals * Organization, planning and facilitation skills * Problem solving * Time management * Conflict resolution * Creative thinking ability and business acumen |

**EMPLOYMENT HISTORY**

Company: Swatch Group South Africa

Position held: Omega Brand Manager

Duration: October 2015 / Current

Previously: Omega Sales Manager

Duration June 2011 - current

**Current Responsibilities:**

* Development of the Sales and Marketing activities and implementation of brands guidelines and rules.
* Develop the Sales Communication and operational strategies on the short-midterm in order to achieve the expected budget and goals.
* Follow-up of the sales and business plans, distribution analysis and development turnover evolution, stock levels, competitor analysis, sell out monitoring
* Lead on marketing, business development and customer relations management tasks on the Region.
* Act as the Brand guide for the development of the appropriate promotional and marketing related activities in order to realize the sales plans and targets
* Lead and supervise staff
* Prepare senior management reports and local future objectives of the brand
* Supervise and Implement Training for Stores
* Liaise with all clients in region as well as participate in international fairs e.g. Basel.
* Manage conflict queries and repairs to finality
* Annalise and review profit and loss
* Liaise with various media companies in negotiations for advertising in various platforms
* Organize and implement special events for maximum brand exposure and awareness
* All responsibilities involved in managing of the brand as a whole

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Company: S Bacher and Company

Position held: Brand Manager – Premier brands nationally: Maurice La Croix, Movado, Oris and Buren

Duration: July 2008 – May 2011

**Responsibilities:**

* Ordering and Management of Stock
* Sales and customer service
* Merchandising
* Sales variance reports
* Reporting affairs and sales progression to Swiss suppliers
* Training
* Managing store queries and repairs
* Assisting in advertising
* Organizing sales promotions
* Entertaining current and potential Clients
* Sourcing new clientele
* Assisting National Sales Manger

*Reason for leaving: Offered an opportunity for growth with a premier internationally known brand Omega*

Reference: Steve Kocher Managing Director

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Company: Swiss Precision Watches

Position Held: Brand Manager – Certina watches South Africa

Duration: 8 Months

Position Held: Swatch Sales Manager

Duration: 1 Year

*Reason for leaving: Offered an opportunity for growth with premiers’ brands at S Bacher*

Reference: Thelma Botha

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Company: Arthur Kaplan Jewellers and Worlds Finest Watches

Position Held: Retail – Assistant Manager and Sales

Duration: 5 Years

*Reason for leaving: Opportunity to work and grow in industry*

Reference: Dean Devaris

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