

# ABDUL GAMEED OMAR

Digital Resume - [Click Here](#)

Southern Suburb, Cape Town | 082 388 1821 | 060 859 9414 | [gameed.omar@gmail.com](mailto:gameed.omar@gmail.com)

## PORTFOLIO

**FM Digital Solutions:** Web design, branding, SME website builds, and digital content creation — [www.fmdigitalsolutions.co.za](http://www.fmdigitalsolutions.co.za)

**Find My Nursery:** Full platform build including UI/UX, listings structure, optimisation, and digital outreach materials — [www.FindMyNursery.net](http://www.FindMyNursery.net)

## PROFESSIONAL PROFILE

Retail Leader with over 10 years' experience managing high-volume stores, delivering strong KPI performance, and developing high-performing teams for major brands including TFG Sportscene, Refinery, and Jay Jays. Known for driving sales growth, improving store rankings, executing commercial strategies, and managing operational excellence across multiple locations.

Brings additional value through digital capabilities including web design, content creation, and analytics, offering strong support for store marketing, e-commerce processes, and internal communication. Founder of FM Digital Solutions and creator of the Find My Nursery directory platform.

## CORE SKILLS

### **Retail Leadership & Operations**

- Sales Growth & KPI Achievement
- Workforce Scheduling (10–60 employees)
- Visual Merchandising & Trade Execution
- Customer Experience Excellence
- Stock Management & Risk Control
- Recruitment & Staff Training (100+ employees)
- Store Performance Turnarounds
- P&L Awareness, Reporting & Compliance

### **Technical & Digital Skills**

- WordPress (Intermediate), Elementor
- SEO Basics, Google Analytics (Beginner – In Progress)
- Adobe Express & Digital Content Creation
- Photoshop (Basic–Intermediate)
- Excel (Good Working Knowledge)
- Technical Troubleshooting
- E-commerce Support (OneStock)

## **PROFESSIONAL EXPERIENCE**

### **Senior Store Manager – Sportscene (TFG)**

**Oct 2017 – Aug 2025**

Managed multiple high-volume stores across Canal Walk, N1 City, Blue Route, Claremont, Tygervalley, and The Promenade.

#### **Key Achievements**

- Grew annual revenue from **R56 million to R80 million** through strong commercial execution. Improved store ranking from **Top 20 to Top 6** TFG-wide.
- Trained and inducted **100+ employees**, including graduate trainees.
- Established stockroom layouts and systems adopted as **best practice across area stores**.
- Served as **Area KPI & CEI Lead** for 13 stores, supporting AMs with performance improvement.
- Produced digital media (videos & graphics) for area events and initiatives.

#### **Key Responsibilities**

- Managed 30–60 staff per store including supervisors and key holders.
- Monitored all KPIs: sales, trade density, ATV, UPT, conversion, customer service.
- Led scheduling, HR & ER support, disciplinary processes, and talent development.
- Oversaw stock management, shrinkage control, stocktakes, and compliance.
- Executed merchandising, promotions, campaign rollouts, and weekly trade plans.
- Managed OneStock e-commerce operations, BOR, returns, and online fulfilment.
- Ensured full operational compliance, risk management, and store readiness.

### **Store Manager / Senior Store Manager – Refinery (Pepkor)**

**2015 – 2017**

- Managed KPIs, sales, merchandising, scheduling, and daily operations.
- Assisted Head Office with HR and IT rollouts due to strong technical abilities.
- Created **graphic design elements** for national training modules.
- Served on the AFPV Provident Fund Committee.

### **Supervisor – Ackermans**

**2026 – Present**

- Assisting with in store KPIs, sales, merchandising and daily operations.
- Staff Training, recruitment and induction
- Admin and SOP's,, including daily banking, cashups, ect.

### **Shop Assistant / 2IC – Jay Jays**

**2013 – 2015**

- Supported store management with operations, sales, and visual merchandising.
- Assisted with staff supervision, customer service, and stockflow.

### **Match Day Assistant – Western Cape Cricket (Cape Cobras)**

**2010 – 2013**

- Supported event operations, suite preparation, and logistical coordination.

## **ADDITIONAL EXPERIENCE (SECONDARY)**

### **Founder & Web Designer – FM Digital Solutions**

2025 – Present

- Build affordable WordPress websites for SMEs.
- Create branding, posters, and digital content using Adobe Express.
- Provide SEO setup, analytics integration, onboarding, and troubleshooting.

### **Founder & Platform Creator – Find My Nursery**

2025 – Present

- Designed and built the full nursery directory platform.
- Managed UI/UX, listings system, platform optimisation, and promotional materials.
- Coordinated onboarding for schools and parents accessing the platform.

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## **EDUCATION & CERTIFICATIONS**

- **Google Digital Garage – Fundamentals of Digital Marketing** (2025)
- **Coursera – Google Analytics Certification** (In Progress)
- **Junior Leadership Development Programme – TFG** (2021–2022)
- **National Senior Certificate – Alexander Sinton High** (2011)

## **LANGUAGES**

- English
- Afrikaans

## **REFERENCES**

Available on request.