

NOUEIHED Bashar

Date of Birth
Contact details

22 July 1995

Email: noueihed.bashar@gmail.com
Mobile: +961 76074422



PROFESSIONAL EXPERIENCE

2018 **HINNAWI INT'L Group SAL – US Polo ASSN Brand** **Lebanon**
One of the leading retail companies in the Middle East with 500 employees and USD 5M+ in revenue

Senior Sales Consultant

Sales & Leadership Skills

- Led a sales team of 3, managing sales strategies and resolving daily business challenges
- Achieved "employee of the month" within the first month of being promoted as a senior sales consultant by over achieving the KPIs set by the manager
- Successfully trained and qualified 6 new joiners to the brand within one year which resulted in increased sales by 5% and improved customer satisfaction
- Impacted the sales positively by 8% on a year to year basis by developing and maintaining good customer relationships turning regular customers into loyal ones
- Proudly chosen over other senior sales consultants to handle and control the biggest selling branch of the brand in Beirut City Center mall and was successful in my mission where I was promoted to start training for an assistant manager position.

2017 - 2018 **HINNAWI INT'L Group SAL - US POLO ASSN Brand** **Lebanon**
One of the leading retail companies in the Middle East with 500 employees and USD 5M+ in revenue

Sales Consultant

- Assisted with the grand opening of the US POLO store in Spot Choueifat Mall with a total of 3 employees, driving sales efforts and ensuring adherence to company procedures and policies
- Ensured product availability by consistently engaging with regional stores and company's supply team
- Led initiatives with brand manager to ensure the product appeals to customers based on seasonality and trends
- Identified new opportunities to improve customer engagement leading to a gain of 25% loyal customers within 1 year

2015 - 2017 **AlShaya Co. – H&M Store** **Lebanon**
Pioneering force in the retail franchise sector with over 4000 stores across MENA, Russia, Turkey, and Europe, over 53,000 employees, and an estimated annual revenue of 1.8B USD

Sales Consultant

- Managed the 2 full store departments, building long term relationships with new and existing customers and ensuring KPIs are met
- Reduced customer complaints by maintaining high standards of customer service which translated to improved customer and product engagement
- Negotiated prices with customers and capitalized on opportunities to cross sell with other departments

EDUCATION

2018 **Haigazian University** Bachelor's degree in Business Administration emphasis Marketing Communications and Advertising **Lebanon**

2017 **Amjad High school** Baccalaureate 2 in Sociology and Economics **Lebanon**

LANGUAGES English (Fluent), Arabic (Native), French (Basic)

OTHER EXPERIENCE

2018 **Softimpact**, Social Media Marketing Intern **Lebanon**
• Managed and covered the social media marketing of Motorshow brand by publishing relatable and interesting posts keeping the followers with the latest trends concerning the automotive industry

2014-2015 **Middle East Security**, Control Room Assistant Manager **Lebanon**
• Led a team of 3, increased team's performance by giving them proper training concerning their job description
• Decreased lost and found items by 30%

2014 **FNB Finance**, Telephone collector Team Member **Lebanon**
• Persuaded customers to pay amounts due on credit accounts and assisted them with strategies and tactics for debt repayment reducing unpaid loans by 15%

PERSONAL INTERESTS

- Basketball enthusiast- Participated in High school tournament as an AMJAD team member

- Motivation lover – Always searching for new motivational and deep thoughts concerning life and career and applying them