

Wael Baydoun

Beirut, Lebanon

Retail Product Manager

31/Dec/1981

+961 81 688836 waelbaydoun37@gmail.com

PROFILE SUMMARY



Over 12 years of experience covering most retail functions & disciplines (marketing, operations, buying, and business development). Certified in digital and social media marketing. MBA holder degree with emphasis on Business Marketing.

EDUCATION BACKGROUND



- Masters Degree in Business Marketing, March 2016
Modern University of Business and Science, Beirut Lebanon
(Moderated by Cardiff Metropolitan University)
- Bachelor Degree in Marketing & Advertising, June 2006
Business and Computer University College, Beirut Lebanon

PROFESSIONAL ACHIEVEMENTS



- Certified Digital Marketing Professional, Sep 2019
Digital Marketing Institute by Morgan International
(Authorized by Pearson VUE Global test).
- Certified Social Media Marketing Specialist, Dec 2018
Digital Marketing Institute by Morgan International
(Authorized by Pearson VUE Global test).
- Completed Retail Evolution Summit. (Netherlands, Hilversum).
Organized by Converse Global Marketing Partner, Feb 2018

SKILLS & LANGUAGES



- Tools: Photoshop, Canva, MS Office, Outlook, POS Systems.
- Social: Wordpress, Google ads, SM platforms, Copy-writing
- Languages: Arabic, English, Russian



WORK EXPERIENCE

1. Visual Merchandise Manager (May 2017 - Present)

Sidewalks sal (Nike & Converse) Lebanon, Beirut

- Plan to space for each store as per the floor map and the directives.
- Boost executions according to the Brand Portal and Foko retail platform.
- Communicate with the printing suppliers to produce marketing materials.
- Providing product knowledge training for the In-store VM's and Sales Team.
- Report to Marketing Manager and Global marketing team.

2. Visual Stylist (Dec 2016 - Dec 2016)

Aishti sal (Luxury brands) Lebanon Beirut

- Styling the Window Displays & Dressing Up Mannequins.
- Sourcing and selecting props, fixtures and furniture for window displays.
- Change display to promote new products launches and to reflect festive & seasonal themes.

3. Product Manager (Jan 2013 - Aug 2015)

Alshaya Group (VSFA), Saudi Arabia

- Prepare and present reports on KPIs and present to upper management
- Manage all important documents such as the shipping notice and pick slips
- Inspect labels, barcodes and other features of completed orders
- Review sales productivity and individual sales team member's performance on a regular basis.

4. Product Developer (Mar 2011 - Apr 2012)

Patchi sal (Chocolate & gift arrangements) Lebanon, Beirut

- Sourcing suppliers and closing deals.
- Liaising between manufacturers & customers.
- Creating and enhancing products that fill the company's niche market
- Determining product specifications according to customers needs.

5. Designer (Oct 2009 - Feb 2011)

New Boxer Group, Thailand, Bangkok

- Assist with the production of fashion cloths and selects styles, fabrics, colors, prints and trims for the collection.
- Sourcing suppliers and attend China canton fair on seasonal basis.
- Visit factories in India and China for inspection and to ensure products meet quality and efficiency standards set by the company.

Follow me



<https://www.linkedin.com/in/wael-baydoun/>