

Zeina Ayoubi
00961 3 771089
Zeina.ayoubi@hotmail.com
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Educational Background

- 2012-2015: MBA in Business Marketing, Faculty of Business, Sagesse University.
- 2007-2011: Bachelor of Business Management, Faculty of Business, Lebanese International University.
- 1992-2007: French/Lebanese Baccalauréat, Collège des Soeurs des Saints Coeurs, Sioufi

Professional Experience

2015-2019: Azadea

Beirut, Lebanon

Customer Experience Specialist:

- Receive and resolve customers' complaints as per the set service guidelines and scenarios
- Follow up on customers' inquiries/complaints to enhance business performance and increase customer satisfaction and retention rates
- Identify with the customers their products/services needed and refer their requests to the concerned parties
- Ensure proper implementation of corrective and preventive measures when needed
- Research new trends and best practices in the customer experience field
- Work on new customer experience projects and initiatives such as the voice of customer, mystery shopper ...
- Prepare reports and presentations about the findings of the customer experience projects and initiatives
- Visit the stores to follow up and update the managers on all new project and initiatives to be implemented
- Ensure that all policies and procedures are updated and implemented in stores
- Assist in the implementation of Ecommerce and handling and solving all customers' related inquiries/issues.

2013-2015: BESTSELLER

Beirut, Lebanon

Assistant Brand Manager:

- Assist the Buyer in forecasting, planning and implementing strategies in order to achieve sales and profit margins.
- Support the Buyer in developing and implementing assortment plans ensuring proper levels of stock by classification and by store.
- Utilize pre-season and in season planning and projections throughout the year to ensure sufficient stock levels.
- Support the Buyer in creating and tracking promotional strategies to generate additional sales, move slow selling goods, and maintain healthy inventory levels.
- Prepare and analyze weekly style and category reports.
- Visit the stores to ensure proper merchandising standards and the reflection of the assigned brand's image.

2009-2013: BESTSELLER

Beirut, Lebanon

Assistant Retail Manager:

- Prepare sales budget & target for the upcoming year.
- Communicate with the retail department the analysis of stock level and shops performance.
- Organize with the retail department sale preparations and events
- Follow up with all other departments on pending matters such as but not limited to: new store opening, marketing event...

2007-2009: BESTSELLER

Beirut, Lebanon

Retail Data Analyst:

- Prepare accurate standard reports on daily, weekly and monthly basis.
- Support the retail department technically: Change prices, update the sale lists, promotions and offers on the system.
- Gather, analyze and interpret information data.
- Assist in developing forecasts

Computer Skills

Word (Expert), Excel (Expert), PowerPoint, Navision, NCR, Bestinfo 2, Qlikview, OracleRN, Localyser, Kanari, Moca, Gipi

Languages

Arabic, French and English