

Peter Dekmerjian

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SUMMARY

Enthusiastic, hardworking, professional, who enjoys building new relationships and going the extra-mile. Curious by nature, always looking forward for challenges as well as learning and experiencing something new. Can easily adapt to new environments. My specialty includes developing a team and contributing my knowledge for the growth and success of every team member.

EXPERIENCE

Founder and go-to-market strategy leader | Matevosyan Wine – Jbeil, Lebanon March 2019- Present

- Founded a pomegranate wine import and sales business (**6,000+ bottles per quarter**)
- Developed **go-to-market strategy** and managed retailers partnerships to grow market share, resulting in product sales across the country
- Managed sales and marketing operations
- Developed a digital marketing campaign and instore promotions which **increased month-over-month sales by 50%**

Store manager | Retail Inc. ABC – Beirut, Lebanon January 2018- April 2020

- Created new credit accounts strategies and customer rewards program, which **increased customer loyalty by 15%**
- Launched and organized seasonal sales campaigns, **increasing sales by 22%**
- Developed multiple cross social media platforms marketing and advertising campaigns which increased monthly sales by \$50K+
- Executed monthly staff performance evaluations which increased productivity by 35%
- Implemented new control system to reduce overall shrinkage level to 1%
- Maintained professional and technical knowledge by attending educational workshops, professional publications review, personal networks establishment and professional society participation
- Maintained high evaluation scores above 94% for audit, quality control, and mystery shoppers

Store manager | Sports 4 ever - Jbeil, Lebanon 2016 - 2018

- Co-led the opening of Sports 4ever Jbeil
- Developed branch budget with goal of cutting cost, met the **28% reduction goal** through analysis of sales and customer satisfaction data
- Pioneered cross/up-selling procedures that increased sales by 12-17% which came to be **reapplied by other stores**
- Achieved and exceeded all qualitative/quantitative KPI targets like UPT (Units Per Ticket), Comparative Sales, Inventory Rotation, Sellout
- **Increased sales by 150%** over 2017
- Ensured a strong brand image by maintaining visual merchandising standards and maximizing product rotation
- Developed and prioritized marketing strategies changes by reviewing operating, financial statements and departmental sales record

Assistant manager | Azadea group Le Mall - Beirut, Lebanon 2012- 2016

- Supported the store manager in increasing month-to-month sales by 13%
- Hired and trained 20+ sales associates and motivated them to become high-selling and hardworking team members with strong knowledge
- Managed staffing scheduling to meet service requirements
- Coached and empowered employees, which increased their efficiency and accelerated their careers
- Provided strong service to customers which increased customer loyalty by 20% and ensured high rate of repeat customers
- Devised and maintained office data management and filing systems

LEADERSHIP AND EXTRACURRICULAR ACTIVITIES

Management team | Umanity NGO May 2016-Present

- Maintaining organization structure by delegating tasks, sending out notices, organizing meetings, setting up environmental education and spot events to raise funds for local and international NGOs (LRC, CCCL, Al younbouh, etc.)
- Co-led the first “Hike to Cure” hiking event, which attracted more than 1,500 individuals and raised more than \$15,000, which was donated to the LRC (Lebanese Red Cross)

EDUCATION

Lebanese International University, Jdeideh, Lebanon 2015-2020

BE in marketing and advertising

COMPUTER AND LANGUAGE SKILLS

- Software: proficiency in Microsoft Office (Excel, Word, Power Point), MS Project, Power BI, Tableau, SQL, Knime
- Languages: Arabic, French and English– speak fluently and read/write with high proficiency
- Other Interests: Volunteer Work, History, Swimming, Hiking, Camping, Meditation