



## PATRICK JREIJ

### Operations and Team Leadership Professional International Business Management & Administration

• +96170261637 • patrickjreij@gmail.com • <https://www.linkedin.com/in/patrick-jreij-29336b8b/> • Beirut, Lebanon

#### Profile

Highly experienced operations and team leader with a proven track record in managing teams, coordinating projects, and delivering on organizational goals. Skilled in strategic planning, training, and capacity building, with experience in managing diverse teams and driving performance in dynamic environments. Adept at fostering collaboration, resource management, and building community engagement. Committed to leading initiatives that make a positive social impact.

#### Key Competencies

Team Leadership and Development – Strategic Planning and Execution – Resource and Inventory Management – Stakeholder Collaboration – Conflict Resolution and Problem Solving – Project Management and Coordination – Capacity Building and Training – Crisis Management and Support – Reporting and Monitoring – Community Engagement

#### Experience

##### Project Coordinator

Shakti4Kids

Lebanon

04/2024 – 08/2024

- Led a team of 25+ members, providing guidance, setting KPIs, and conducting regular performance evaluations to ensure effective project execution.
- Developed and implemented business strategies that improved operational efficiency and optimized the performance of multiple sales channels.
- Managed stock and resources movement, and supplier negotiations, reducing inventory costs by 27% while ensuring continuous resource availability.
- Handled P&L accounts, budget management, and sales forecasts, increasing profit margins by 70%.
- Collaborated with stakeholders to address organizational challenges and align project outcomes with boarder business goals.

##### Operations Consultant

Phibraco, ZED

Lebanon

10/2023 - 01/2024

- Spearheaded the launch of a new boutique, overseeing inventory management, staffing, and employee training, and leading to improved team performance.
- Coordinated sales and marketing strategies to drive customer engagement and revenue growth, aligning operational activities with the brand's objectives.
- Analyzed sales data and market trends, advising on product life cycle and stock management to optimize inventory turnover.
- Led visual merchandising activities and store layout planning to enhance customer experience and increase brand consistency.
- Built strong relationships with suppliers and customers, ensuring smooth operational workflows and client satisfaction.

##### Retail Assistant Store Manager

Abu Dhabi, UAE

- Implemented retail strategies to improve sales and profitability, consistently meeting and exceeding set income targets.
- Led customer experience initiatives to enhance brand loyalty and satisfaction, resulting in repeat business and stronger community engagement.
- Managed recruitment, training, and performance evaluation of staff, focusing on team development and capacity building.
- Oversaw store-level P&L management, controlling operational expenses and identifying areas for improvement to increase profitability.
- Ensured compliance with corporate policies and safety procedures; fostering a positive and safe working environment.

## Business Development

Lebanon

### Thrifty Men Online Shop

11/2021 - 08/2022

- Conducted comprehensive market research to identify opportunities for expansion and developed actionable strategies to open new stores.
- Managed inventory levels, improving stock availability while reducing operational costs, aligning with business goals.
- Implemented innovative sales and marketing campaigns, increasing profit margins by 52% and driving customer engagement.
- Built customer retention strategies and managed online marketing efforts, contributing to stronger brand visibility and customer loyalty.
- Coordinated closely with cross-functional teams to ensure smooth operations and improve overall efficiency.

## Management Consultant

Lebanon

### Shakti Wellness

12/2020 - 10/2021

- Developed and implemented business strategies to improve operational processes and ensure business sustainability.
- Managed client relationships, ensuring consistent service delivery and resolving operational challenges promptly.
- Analyzed financial performance and market trends to guide business decisions and ensure alignment with long-term goals.
- Collaborated with suppliers and stakeholders to optimize cost-effective solutions, reducing expenses while maintaining high standards.
- Led wellness programs and workshops, enhancing customer engagement and driving business growth through tailored services.

## Administrative Assistant

Lebanon

### Designer 24

10/2019 - 11/2020

- Strategic Project Coordination: Managed high-level projects and events, ensuring alignment with organizational objectives and smooth execution.
- Process Optimization: Identified and addressed operational inefficiencies, implementing solutions that improved productivity and reduced costs.
- Stakeholder Communication: Served as the primary point of contact for internal and external stakeholders, facilitating clear communication and collaborations.
- Leadership Support: Provided strategic support to the executive team, contributing to decision-making processes and organizational development.

## Retail Store Manager

Lebanon

### WeFashion Group, Celio – Khabbaz - Furla

05/2018 - 09/2019

- Exceeded sales targets consistently, achieving a 57% increase in sales during the first quarter of managing the store, followed by a 43% increase over the year.
- Led a team of 12+ employees, including hiring, training, and performance management, resulting in a highly motivated and productive team achieving exceptional customer satisfaction rates.
- Implemented improved inventory management processes, reducing initial orders by 70% for slow-moving items and selecting trending collections, leading to better stock turnover and increased profitability.
- Implemented operational efficiency measures, such as optimizing staffing levels and refining store procedures, resulting in reduced costs, improved productivity, and enhanced overall store performance.

## Senior Visual Merchandising Specialist

Lebanon

### ABC SaI, Ashrafieh – Verdun - Dbayeh

06/2017 - 04/2018

- Led a team of six visual merchandisers, providing mentorship, training, and guidance, resulting in cohesive and impactful visual merchandising executions across departments.
- Collaborated with cross-functional teams including store management, marketing, IT, and finance to create immersive shopping experiences and cohesive brand presentations, leading to increased brand loyalty and positive customer feedback.

- Implemented operational best practices and efficiency measures across all departments, resulting in improved store operations, enhancing customer experiences, and increasing overall profitability.
- Proactively identified areas for improvement and innovation in visual merchandising strategies and store operations, implementing new ideas and techniques to stay ahead of market trends and maintain a competitive edge.

## Store Manager

Alshaya Group, American Eagle Outfitters

Lebanon

10/2010 - 06/2017

- Consistently exceeded sales targets across multiple branches, achieving an average of 25% increase in sales revenue year-over-year, through effective sales strategies and team management.
- Implemented inventory management best practices, including optimizing stock levels, reducing excess inventory, and minimizing stock outs, resulting in improved inventory turnover rates and cost savings.
- Led and motivated a team of 35 employees, providing coaching, training, and mentorship to drive performance and achieve sales targets, resulting in a highly motivated and productive team culture.
- Successfully launched the opening of four new branches, ensuring a compelling visual presentation and smooth execution of merchandise layouts and displays, resulting in positive customer feedback and increased brand recognition.
- Implemented customer service initiatives and feedback mechanisms to enhance the overall customer experience, resulting in improved customer satisfaction scores and increased customer loyalty.

## Assistant Store Manager

ADMIC Sal, Celio

Lebanon

10/2008 - 05/2010

- Consistently achieved and exceeded sales targets, demonstrating a record of accomplishment of success in driving revenue growth and meeting sales objectives.
- Cultivated strong relationships with clients through personalized interactions, attentive service, and effective communication, resulting in increased customer satisfaction and repeat business.
- Collaborated effectively with team members to achieve collective sales goals, sharing insights, best practices, and resources to drive overall team success.
- Implemented customer retention strategies and initiatives to foster long-term client relationships, resulting in high levels of customer loyalty, referrals, and positive word-of-mouth recommendations.
- Identified opportunities to streamline operational processes and improve efficiency in sales workflows, contributing to smoother operations, reduced costs, and improved overall performance.

## Education

Bachelor's Degree - International Business Management

Lebanese International University, Lebanon

Introduction to Project Management - Online Certificate

The University of Adelaide, Australia

Google Digital Marketing & E-commerce – Online Course

Coursera Professional Certificate

## Languages & Skills

---

Language: Arabic (native), English (professional), French (advanced)

Digital Proficiency:

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Project Management tools and software
- Evernote, Canva, Zoom, Teams, ChatGPT
- Inventory Management Systems
- CRM & POS Systems
- G Suite (Google Docs, Sheets, Drive)