

Dima Assaad MSc

Commercial Manager

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CAREER OVERVIEW

Buying Management

Ecommerce

Digital Marketing

Wholesale & Retail Management

Leadership & Negotiator

Commercial diligence and a passion for marketing combined with 'on-trend' consumer insight and product management capability are the driving forces behind a progressive career. Expertise spans in varied categories.

An accomplished negotiator and communicator in English, French and Arabic facilitates engagement with senior management, suppliers and partners, and inspires teams to achieve best sales results in top end retail, wholesale and ecommerce markets.

May 2021 till present **Studio Nada Debs** | [Lebanon](#)

The studio's services spans from luxury product and furniture design to one-off commissions across craft, art, fashion and interiors worldwide.

E-Commerce Manager

Responsible for launching and managing the eCommerce department of the company and maximizing the online sales channel by expanding the brand presence in international selected marketplaces .

2017 till April 2021 **Hicart** | www.hicart.com | [Lebanon](#)

The first e-commerce marketplace site in Lebanon where clients can purchase online from different brands and sellers.

Commercial Manager | [Lebanon](#)

Launched, managed and developed nine categories in an online marketplace.

Key Duties and Responsibilities:

- Managed the sports, home, beauty, stationery, fashion and toys categories.
- Created and developed a long-term plan and strategy for development of the categories;
- Handled the portfolios of different retails brands and develop appropriate strategies for each
- Built relationships and negotiated contracts with suppliers to ensure savings are achieved, and value for money and efficiencies are secured.
- Maximized the commercial potential of the e-commerce sales channel by achieving sales and profit budgets through commercial understanding of the product, customers and internal capabilities;

Key Results

- Acquired more then 300+ Merchants and over 700 brands
- Growth of 250% for the second year

2009 to 2016 **Bestseller** | www.bestseller.com | [Denmark](#)

Designers and retailers of internationally renowned fashion brands - Jack Jones, Name It, Mamalicious, Object Collector's Item, Only, Outfitters Nation, Pieces, Selected, Vero Moda and Vila Clothes - with 2,900 chain stores across 46 markets in Europe, the Middle East, Asia and Canada.

2012 **Senior Buyer ME** | [Lebanon](#)

Contributed to creating and implementing the buying and merchandise planning strategy for the internationally renowned Jack and Jones label - selling in 54 retail shops across ME countries - UAE, KSA, Lebanon, Bahrain, Kuwait, Egypt and Jordan.

Key Duties and Responsibilities:

- Prepared the buying strategy - brand mix, category split, price range, budgets split, options plan
- Attended buying sessions in Denmark, and managed order placement, and allocation
- Managed inventories - ensuring optimum product availability
- Supported in-store marketing, promotional campaigns and product launch activities
- Prepared media plans, marketing calendar, and J&J fan events for the allocate

2009 **Area Sales Manager | Jack Jones | Lebanon**

Responsible for driving revenue growth and reaching profit goals in the Lebanese market (a total of 16 shops) and supporting the development and performance of instore sales team.

Key Results

- Achieved an index of 120 over 4 years
- Attended buying sessions in Denmark, and managed order placement, and allocation
- Recruited, coached and assessed 16 Account Managers and oversaw circa 100 sales personnel
- Grew turnover YOY of 15% in Jack Jones retail partner stores

2008 **Assistant Wholesale | Vero Moda**

Assisted in managing Vero Moda brand wholesale, and administered resources to sell in 80 retail stores across Lebanon, GCC, Cyprus and Turkey.

2006 - 2007 **Bancassurances SAL | www.ebancassurance.com | Lebanon** **Marketing Executive**

Performed benchmark analyses, developed and launched new products across this bank insurer' network.

2003 – 2006 **South for Construction | www.southforconstruction.com | Lebanon** **IT Software Developer**

Qualifications

2006 - 2007 **Master in Marketing and Communications | ESCP - Europe Paris, France**

1998 - 2002 **BSc in Computer Science | American University of Beirut, Lebanon**

IT Skills MS Office, Dolphin, Navision and Magento

Certifications Social Media Management | Coursera (2021)