

SAMI EL HACHEM

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Career Profile

Having an experience in the commercial and E-commerce field and possessing leadership skills, my current objective is to work in a challenging business environment with high exposure that will lead me to develop my skills and boost my career.

Work Experience

September 2022 – February 2023

E-Commerce Product Lead– Cenomi Retail | Riyadh, Saudi Arabia

- Plan the digital strategy for LC Waikiki with the goal of maximizing website traffic and online revenue.
- Manage online stock for brands by conducting stock analysis and working closely with the operations and commercial team with the purpose of meeting expected demand. Resolve stock shortage which resulted in a 50% increase in revenue.
- Optimize and construct website functionalities alongside a team of developers and ensure optimal customer journey and site performance.
- Monitor marketing campaigns and activities in order to drive converting traffic.
- Analyzing daily, weekly, and monthly sales report to identify areas of potential development and sales growth opportunities

December 2021 – August 2022

Category Manager (Food-Non Food) – NokNok | Beirut, Lebanon

- Collaborating with the biggest wholesalers in Lebanon to expand product categories on the application. Drafting the contract terms and negotiating the right discounts, rebates, and payment method
- Following up with the demand planners on product status and availabilities
- Working on margins to ensure the right profitability
- Collaborating closely with the marketing team on campaigns during the entire year and developing new marketing strategies
- Analyzing competitors' online behavior by monitoring prices and new trends in the market
- Analyzing daily, weekly, and monthly sales report to identify areas of potential development and sales growth opportunities

January 2021 - December 2021

E-Commerce - Senior Category Executive – HI Cart | Beirut, Lebanon

- In charge of the electronics department online activities, working with the biggest suppliers to introduce their products on our platform
- Collaborating closely with the marketing team on campaigns during the entire year and developing new marketing strategies
- Analyzing competitors' online behavior, analyzing daily, weekly, and monthly sales report to identify areas of potential development and sales growth opportunities

January 2018 - July 2019

Paramedical Sales Executive – Indevco Group, Sanita HPC | Halat, Lebanon

- In charge of sales operations in Maten and East Beirut areas which cover more than 200 pharmacies
- Introducing new products to the market and following the competition's trends
- Gathering marketing data to assist in launching of new products

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June 2016 - July 2017

Marketing & Sales Executive – Music or Media Holding | Naccache, Lebanon

- Communicating with advertising platforms and coordinating radio ads on NRJ, Nostalgie, Aghani Aghani and Jabal Lebnen
- Coordinating artist's schedules at NRJ music tours 2016 in Lebanon
- Coordinating backstage operations at Beirut Holiday "Oriental Nights" Festivals

Education, Languages & Computer Skills

2019-2020	Master's degree – Emphasis in Marketing & Sales Management with a minor in Big Data & Analytics EAE Business School, Madrid Madrid, Spain
2019-2020	Master's degree – Emphasis in International Strategic Marketing Universidad Rey Juan Carlos, Madrid Madrid, Spain
2011-2015	BA – Advertising & Marketing Notre Dame University - Loueizy Zouk Mosbeh, Lebanon

Computer Skills & Languages

- Microsoft Office: Excel, Word, PowerPoint with high proficiency
- Magento Version 1 and 2, ERP Dynamics & Edress systems with high proficiency
- Fluent in English, French and Arabic