

Raed Aridi

Lebanon, Aley | +961 81668845 | raed.aridi@hotmail.com | [linkedin.com/in/raed-aridi](https://www.linkedin.com/in/raed-aridi)

Personal Statement

Experienced retail and merchandising professional with a decade-long track record of optimizing store performance and driving sales. Expert in financial management, strategic promotions, and ensuring a safe store environment. Skilled in developing and implementing effective merchandising strategies, leading to improved product visibility and customer experience. Proven leader in team training and consistent planogram implementation. Following a Career Break driven by family caregiving, I am excited to contribute my expertise in a new role.

Experience

United Company for Central Marketing - Coop **Assistant Branch Manager | Feb 2019 – Aug 2022**

- Supervised a team of 16 employees in daily operations, providing guidance to ensure a cohesive workflow
- Collaborated closely with suppliers to negotiate favorable terms and manage to decrease near expiry by 10%
- Handled ordering, receiving of products, manage price changes, process returns and handle damaged items
- Developed and delivered customized training sessions tailored to the specific needs of the staff
- Conducted regular cycle counts to maintain accurate inventory levels and promptly addressed discrepancies
- Prepared and maintain daily bank ledgers for transactions including money, visa, ticket restaurant
- Ensured a clean and safe store environment to enhance both employees and customers value proposition
- Planned and executed strategies to meet customer expectations during peak seasons
- Enhanced customer experience through effective communication and problem-solving
- Regularly check the fresh section, ensuring adherence to refrigeration standards

GRC Middle East, Beirut **Subcontract Coordinator | Feb 2014 – Aug 2017**

- Regularly checked the progress of installations carried out by subcontractors
- Worked closely with project managers to develop detailed daily plans that align with project goals
- Developed and communicated daily plans to subcontractors, ensuring clarity on goals and targets
- Monitored and coordinated the flow of installation items, aiming to avoid delays and maintain schedules

United Company for Central Marketing - Coop **Planogram Supervisor | Nov 2011 – April 2013**

- Utilized the shelf logic program to systematically align products based on sales reports and market analysis
- Monitored vendors for each product, giving special attention to private label items manufactured
- Generated comprehensive reports and diagrams based on the finalized planograms
- Conducted training sessions for the on-ground planogram team, ensuring they understand principles

Branch Developing Merchandiser | Sep 2009 – Nov 2011

- Implemented planogram reports, ensuring that visual merchandising aligns with standards & market trends
- Conduct training sessions for new and existing branch employees on various aspects of merchandising

Education

Art Sciences & Technology University, Beirut

Bachelors' Degree in Business Management | July 2013

Skills

- Team Leadership and Training
- Teamwork and Collaboration
- Time Management and Coordination
- Adaptability
- ERP Stock Control System
- Microsoft Office

Languages

- Arabic, Native
- English, Work Proficiency