

# LEEN SERHAL



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## EDUCATION

### ESMOD, 2014- 2017

France

BA, Fashion Design

*Highest Distinction in Stylism with an honorary recognition from the French Embassy*

## SKILLS

Management Skills	E-commerce
Communication Skills	Digital Marketing
Leadership	Social Media
Microsoft Office	Customer Service
Ai Design	Buying
Content creation	Human Resource

## CERTIFICATION

### UX Design Professional

Google, 2022

### Lagree Fitness Instructor

Sebastien Lagree Academy, 2024

## EXPERIENCE

### Procurement and Purchasing, Buyer

Aug 2021 - Present

Trisco Design, New York

- Source and select suppliers for quality products at competitive prices.
- Negotiate contracts and manage purchase order and inventory.
- Analyze market trends and supplier performance.
- Control procurement budgets for cost efficiency.
- Conduct supplier audits to maintain quality standards and accurate records of purchases and agreements.
- Identify and mitigate supply chain risks.
- Stay updated on procurement best practices and trends.

### Women Department Project Manager

Oct 2021 - Aug 2024

Bergdorf Goodman, New York

- Lead and manage departmental projects from initiation to completion.
- Develop detailed project plans, timelines, and budgets.
- Coordinate cross-functional teams and assign tasks to ensure project goals are met.
- Communicate with stakeholders to align project objectives with business needs.
- Monitor project progress, track KPIs, and provide regular status updates to senior leadership.
- Identify and mitigate risks, addressing issues to keep projects on schedule.
- Allocate resources effectively and ensure budget adherence.
- Conduct weekly reports and post-project evaluations to improve future project outcomes and processes.

### Brand Manager, Buyer

Sept 2018 - July 2021

Aishti, Beirut

- Develop and implement brand strategies to enhance market positioning.
- Create and manage marketing campaigns that align with brand identity.
- Source and select products that reflect brand values and meet customer needs.
- Negotiate with suppliers for pricing, quality, and terms.
- Analyze market trends and consumer insights to inform product offerings.
- Maintain consistent brand messaging across all channels.
- Manage inventory levels and product availability to meet demand.
- Collaborate with cross-functional teams on product development and promotions.
- Monitor competitor activities and adjust strategies accordingly.
- Ensure procurement processes align with brand goals and budget.

### E-commerce, Site Merchandiser

Feb 2017 - Sept 2018

Garageluxe, Beirut

- Develop and implement online merchandising strategies.
- Manage product assortment and inventory levels.
- Optimize product listings for visibility and appeal.
- Analyze sales data to guide merchandising decisions.
- Collaborate on promotional campaigns with marketing.
- Ensure brand consistency across ecommerce platforms.
- Monitor customer feedback for product adjustments.
- Coordinate with logistics for order fulfillment.