

## **Aya Shehab | Store Manager**

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### **Summary**

Results-driven Store Manager with 3+ years of experience in retail and customer service. Proven track record of optimizing processes, reducing costs, and boosting sales. Skilled in team leadership, operational strategy, and enhancing customer experiences to drive business success.

### **Work Experience**

#### **Store Manager**

*Wellkin Hair Care Center, Dubai, UAE* Dec 2024 – May 2025

- Overseeing preparations for the launch of the new Wellkin Hair Care Center branch in the UAE.
- Managing the coordination of store fit-out, team training, and operational setup for a successful opening.
- Leading the setup and integration of the Fresha Partners booking system for client appointments and treatments.
- Overseeing team training for effective use of Fresha to optimize booking management.
- Implemented and managed Asana for team communication and project tracking, improving team efficiency during prelaunch and training.
- Assisting in localizing marketing strategies to adapt the brand for the Dubai market.
- Leading the recruitment and onboarding process for new team members.
- Ensuring readiness for daily operations post-launch, including setting up systems for client consultations and treatment bookings.

#### **Store Manager**

*Reign Beauty Salon, Lebanon* May 2021 – Oct 2024

- Reduced operational costs by 15% through process improvements, increasing overall efficiency.
- Implemented and managed the Fresha Partners booking system, streamlining appointment scheduling and enhancing the customer experience.
- Proficient in using Asana to manage and track project tasks, timelines, and team collaborations.
- Utilized Asana for project coordination and task management, ensuring efficient workflow and meeting deadlines across multiple teams.
- Reduced inventory discrepancies by 25% through regular stock audits and

- accurate tracking.
- Boosted sales of high-margin products by 30% through effective upselling techniques and personalized customer interactions.
- Increased overall sales by 30% by improving customer relationship management and fostering repeat business.
- Enhanced staff productivity by 20% through targeted training, performance feedback, and skill development programs.

### **Customer Service & Call Operator**

*Urban Market, Lebanon* Apr 2019 – Apr 2021

- Achieved 95% customer satisfaction rate through personalized service.
- Improved order fulfillment efficiency, resulting in a 98% on-time delivery rate.

### **Cashier & Call Operator**

*Shoppers Supermarket, Lebanon* Aug 2016 – Mar 2018

- Increased repeat customers by 20% through exceptional service and relationship building.
- Managed daily transactions, ensuring accuracy and enhancing customer experience.

## **Education**

### **Bachelor of Business Administration in Banking & Finance**

*Beirut Arab University, Lebanon* Sep 2016 – May 2019

## **Certifications**

- **Diploma in Digital Marketing** | Succeed and Achieve Learning Center, Lebanon, Apr 2024
- **Internship** | Blom Bank Retail, Lebanon, Jun 2018 – Jan 2019

## **Skills**

- Customer Relationship Management (CRM)
- Team Leadership & Development
- Operational Efficiency & Cost Reduction
- Financial Analysis & Budgeting
- Multitasking in High-Pressure Environments
- Strong Problem-Solving & Attention to Detail

## **Languages**

Arabic (Native) English (Fluent)