

RAYAN RAZZOUK

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01 - July - 1999

PROFESSIONAL SUMMARY

Results-oriented E-commerce Specialist with years of experience driving online sales and enhancing customer experiences for regional markets. Skilled in managing e-commerce platforms (Shopify, ect), optimizing conversion rates, and executing data-driven marketing strategies. Strong background in inventory management. Proven ability to lead cross-functional teams and implement regional campaigns that drive sales growth and improve operational efficiency.

EXPERIENCE

Kataya Group - Basic Outlet Stores **Assistant Branch Manager**

August 2025 - present

- Lead and supervise daily store operations across sales, customer service, stockroom, and inventory control to ensure seamless and efficient workflows
- Oversee and lead the full receiving process of inventory, including quantity verification, quality checks, proper documentation, and coordination with warehouse and logistics teams
- Manage stock organization, replenishment cycles, and product availability to support sales goals and maintain optimized store readiness
- Implement and enforce operational procedures to enhance efficiency, minimize stock discrepancies, and improve overall store performance
- Train, guide, and supervise sales associates, cashiers, and runners, ensuring consistent adherence to company standards and operational policies
- Oversee opening and closing procedures, monitor cash handling accuracy, and prepare daily operational reports for senior management
- Resolve escalated customer concerns while supporting the frontline team to maintain high customer satisfaction and service excellence
- Coordinate staffing schedules, oversee store maintenance, and ensure compliance with health, safety, and company regulations
- Identify workflow gaps and introduce process improvements that enhance productivity, reduce delays, and support overall operational goals

Azadea Group **Store Operations Specialist - Doha**

June 2025 - July 2025

- . Manage and optimize stockroom processes to ensure efficient storage accurate inventory and adherence to safety standards
- . Assist with inventory control stock, replenishment, and budget tracking to meet sales and productivity goals
- . Coordinate stock amount, manpower and schedules to align with store operations and ensure smooth delivery and replenishment
- . Train and motivate stockroom staff to uphold process standards and enhance overall product availability and customer experience

Azadea Group **Regional E-Com & CX Specialist - Beirut**

March 2022 - May 2025

- . Evaluate and address user needs, recommending solutions within established platforms to enhance customer experience.
- . Coordinate with cross-functional teams (marketing, logistics, IT) to ensure seamless execution of e-commerce campaigns and promotions

- . Familiar with inventory management tools (e.g. SAP) and CRM systems (Salesforce, HubSpot) for tracking customer interactions and optimizing sales strategies
- . Manage drop shipping operations, including supplier coordination, order fulfillment, and optimizing e-commerce processes to enhance customer satisfaction and profitability
- . Manage payment gateways (PayPal, local payment systems) to ensure smooth transaction processes for customers across the region

RJ Group Holding
Digital Marketing Associate - Beirut

March 2021 - Feb 2022

- . Develop and curate content across digital platforms (social media, SMS, email), resulting in a 15% increase in traffic and engagement
- . Prepare quarterly content calendars for social media platforms and blogs to enhance engagement and audience interaction
- . Ensure all content aligns with the luxury gym studio's brand voice, aesthetic, and values
- . Track and report on business development results, analyzing data to derive insights and inform strategic decision-making
- . Handle administrative duties related to social media management, including scheduling posts, organizing content calendars, and maintaining social media tools and resources

ABC Sal
Customer Service Representative - Beirut

July 2017 - November 2020

- . Provide exceptional customer service to high-end clientele through various channels including in-person, phone, and email, ensuring a personalized and seamless experience
 - . Uphold the luxury brand image in all customer interactions, demonstrating professionalism, courtesy, and a high level of service that reflects the company's values and standards
 - . Gather and report customer feedback to management, contributing to continuous improvement of products and services based on client insights and preferences
 - . Meet or exceed performance targets, including customer satisfaction scores, response times, and resolution rates, contributing to the overall success of the customer service department
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EDUCATION

Lebanese University - English Literature

COMPETENCIES - TECHNICAL SKILLS

Digital Marketing	Account Management	Shopify Software
Zendesk	Microsoft Dynamics 365	Salesforce Software
SAP CRM	Client Relationship Management	Como Sense
E-commerce Management	Problem-solving Skills	Reporting & Analysis

CERTIFICATIONS AND TRAININGS

- Google Digital Marketing & E-commerce Professional Certificate
 - Content Creation: Strategy and Tools (LinkedIn Learning)
 - Communicating with Confidence (LinkedIn Learning)
 - Being a Good Mentor (LinkedIn Learning)
 - Search Engine Optimization (SEO) with Squarespace
 - Accessing Personal Genius (International Society of Neuro-Semantics)
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LANGUAGES

English - full proficiency
Arabic - full proficiency
