Layan Terkawi

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Tareek Al Jdidi, Beirut, Lebanon

Business Management graduate with hands-on experience in customer service and product advising across retail and educational settings. Skilled in client engagement, product recommendation, and business communication. Strong foundation in marketing, operations, and strategic thinking, with a focus on delivering value-driven service.

Professional Experience

Frinji Bakery, Beirut   July 2023 — December 2024
Customer Engagement Specialist – Bakery Products

- Provided warm and professional front-line customer service in a high-traffic bakery environment.
- Actively guided customers through product offerings, explaining ingredients and suggesting suitable items based on their preferences and dietary needs.
- Enhanced the shopping experience by identifying customer needs and offering thoughtful product recommendations.
- Maintained deep knowledge of daily specials and new arrivals to assist in upselling and promoting key items.
- Ensured a welcoming atmosphere that encouraged customer retention and repeat visits.

Al Jammal Library, Beirut   December 2024 — Present
Customer Support Assistant

- Delivered hands-on customer support in a library retail setting, assisting with printing services and product inquiries.
- Guided clients toward appropriate stationery, supplies, and educational materials tailored to their needs.
- Promoted featured products and alternative solutions by comparing options and highlighting value-based benefits.
- Built strong rapport with regular clients by providing personalized assistance and product suggestions.
- Contributed to an organized, service-focused environment, ensuring customer satisfaction and return visits.

Education

Bs. In Business Management   Septermber 2022 —August2025
American University of Culture and Education, Beirut

Areas of Expertise

- Time Management
- Customer Service
- Leadership
- Teamwork
- Ability to Work Under Pressure
- Communication