

Cyrine Shehab

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SUMMARY

Results-driven professional with 8+ years of experience in retail management and sales, leading teams and optimizing store performance. Recently gained foundational knowledge in digital marketing, including branding, social media, SEO, and online advertising. Strong in team leadership, customer service, and sales optimization, seeking opportunities to contribute skills and continue growing in a professional environment.

EXPERIENCE

Sidewalks - Beirut, Lebanon

Store Manager - Converse (ABC Verdun) | 2025 – Present

- Lead a team of 4 employees, managing daily store operations and delivering excellent customer service.
- Refine stock levels and inventory, improving sales and product availability.
- Support Branch Manager in achieving financial and operational targets.
- Train and motivate staff to keep high performance and engagement.

Store Manager - Levi's (ABC Verdun) | 2024 – 2025

Assistant Manager - Converse (ABC Ashrafieh) | 2023 – 2024

Team Leader - Nike (Beirut Souks) | 2022 - 2023

Team Leader - Converse (ABC Verdun) | 2020 - 2022

Senior Sales - Converse (Beirut City Center) | 2020

Junior Sales - Nike (Factory Outlet, Khaldeh) | 2018 - 2020

Freelance Social Media Seller | 2020 – 2022

- Managed a personal online page, learning basics of social media content posting and customer communication.
- Gained initial exposure to online promotions and digital branding.

EDUCATION

CIS College – Beirut, Lebanon

Digital Marketing Practical Program (Internship-Style Training) | 2026 – Present

- Participating in CIS College's Innovation Hub, gaining hands-on digital marketing experience through real-world projects.
- Working on tasks such as social media management, content creation, online promotion, and SEO.
- Developing and refining a professional digital marketing portfolio for practical application and CV enhancement.

LAU Academy of Continuing Education (ACE)

Digital Marketing Diploma | 2025

Technical College University – Beirut, Lebanon

Hospitality Studies

CERTIFICATIONS & TRAINING

- Meta Certified Digital Marketing Associate – **Meta**
- Fundamentals of Digital Marketing – **Google**
- SEO Certification – **HubSpot**
- Elements of AI for Business – **MinnaLearn**

SKILLS

Technical Skills: MS Office, Inventory Management, Financial Reporting, Data Analysis, CRM, POS, JD Edwards (JDE), Basic Digital Marketing (Social Media Posting, Branding, SEO, Paid Ads)

Soft Skills: Leadership, Team Management, Problem Solving, Communication, Organization, Adaptability

LANGUAGES

Arabic (native), **English** (proficient).