

# **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).