

ZAHY el ADASS

E-commerce and digital strategy professional with over ten years of experience in sales, marketing, and online growth. I work hands-on in building and optimizing digital channels, and I also teach practical business, communication, and digital courses. My work connects strategy to real execution. I focus on solving real business problems, working with teams, and helping people grow through clear, useful knowledge.

PROFILE



Beirut, Lebanon



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zahyadass@gmail.com

SKILLS

- Project Management
- Research
- Decision Making
- Communication
- Leadership
- Detail Oriented
- Computer Proficiency

Languages:

Arabic: Native Language
English: C1 (IELTS)
French: B2 (French Baccalaureate)

Workshops

Solution to Challenges – Operational Excellence – OPEX, KSA

NLP Workshop for Managers – Associated with Bankers Assurance

EDUCATION

- Sep 2017 – Aug 2019 **Masters degree, MBA – Project Management Arts, Sciences and Technology University (AUL) Beirut, Lebanon.**
Thesis: The Influence of Management of knowledge on Employees' Job
- Sep 2006 – Jun 2008 **Bachelor's in Business Management Arts, Sciences and Technology University (AUL) Beirut, Lebanon.**
- Sep 2003 – Jun 2005 **Accounting PIGIER, Beirut, Lebanon.**
- Sep 2002 – June 2003 **Lebanese Baccalaureate in Social and Economic Sciences. Sagesse School, Beirut, Lebanon.**

EXPERIENCE

- May 2024 – Present **Ecommerce Specialist | PharmaGroup Holding, Baabda, Lebanon.**
- Managing and optimizing online sales channels
 - Developing and executing digital marketing campaigns
 - Overseeing inventory, suppliers, and aggregators
 - Leading e-commerce project management initiatives
 - Collaborating with cross-functional teams
 - Analyzing sales performance and key metrics
- Sep 2025 – Present **Instructor | NDU LLC, Zouk Mosbeh, Lebanon.**
Design and deliver professional courses in AI in media, and strategic communication, sales and marketing.
- Oct 2025 – Present **Instructor/Trainer | CIS College Beirut, Lebanon.**
Deliver hands-on courses that prepare students for real market challenges in marketing, media, and communication fields.
- Jan 2024 – Present **Managing Partner/Trainer | Owlearn Academy, Beirut, Lebanon.**
- Designed and executed training programs for leading NGOs, corporations, and startups
 - Conducted high-impact workshops in project management, marketing, strategic communication, E-commerce.
 - Built customized curricula and led post-training evaluations to ensure measurable results
- Feb 2021 – Apr 2023 **Key Account Supervisor | Orient Swiss Lebanon (Zoodmall), Beirut, Lebanon**
- Training teams – Back Office, overseeing logistics and supplies
 - Tracking Stock
 - Monitoring traffic and leads
 - Promoting sales and following orders
 - Implementing the catalog design
- Sep 2019 – Feb 2021 **Compliance Officer/Accountant | Vision Capital Group, Beirut, Lebanon**
- Ensuring the company's legal functions to meet the business goal
 - Applying the policies thru BDL laws with Client's KYCs
- Sep 2018 - Jun 2021 **Math Teacher for Primary Classes Akabit Byakout Official School, Byakout, Lebanon.**
- Taught Syrian refugees students based in the Maten area in Lebanon
 - Managed non-homogeneous groups of students from different age groups and social backgrounds.
- Oct 2015 - Mar 2019 **Unit Manager Bankers Assurance SAL, Beirut, Lebanon.**
- Planning training program
 - Implementing sales strategy
 - Tracking sales, following sales team activity, and preparing sales report.
- Feb 2014 – Sep 2015 **Life Insurance Consultant Metlife Alico, Jal El Dib, Lebanon.**
- July 2011 - Feb 2014 **Direct Sales (Car and housing loans) Banque Libano-Francaise (BLF), Beirut, Lebanon**