



# RAYANE KANAWATI

## ECOMMERCE MANAGER

### About Me

I am a pioneer with high level of Sales, social media and Ecommerce skills with more than 8 years in retail. I am ambitious, self motivated and on constant run to find new challenges to enhance my career path.



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Beirut, Lebanon

### LANGUAGE

- English
- Arabic (Mother Language)

### EXPERTISE

- Management Skills Creativity
- Digital Marketing
- Attention to Details
- Critical Thinking
- Leadership
- I Created a market study and strategy for
- Baetin Earth Technology - Georgia, USA
- Cle Multimedia - Lebanon
- Yassine City -Lebanon
- ONAD strategic social media -Lebanon
- including target audience analysis, social media planning, growth goals, and methods to boost sales.

### EXPERIENCE

#### E-commerce Manager and Marketing Coordinator Pellini Collection- Lebanon 2023 - 2025

- Social media management
- Developing innovative campaigns
- Website Editing Oversaw the technical and content aspects of the company
- Content Creation Marketing Coordination
- Strategy Development
- Analyzing performance and improving results

#### E-commerce Supervisor ABC GROUP -Lebanon 2019-2023

- In charge of the stock control department
- Delivering exceptional Customer Service
- Website editing Ordering and receiving new products
- Leading a team of Ten
- Coordinating with branches as communication ambassador

#### Sales Representative and Brand Representative ABC GROUP- LEBANON 2011 - 2019

- Ensuring Customer satisfaction  
Taking orders and controlling the cashier
- Ensuring availability of merchandise service
- Executing yearly store inventory ,  
Staying up to date with industry trends to meet clients needs

## CERTIFICATES

- Communication Ambassador Program
- Effective Communication Certificate
- Customer Service Certificate
- Selling Technique Certificate
- Shoplifting Certificate
- Product Terminology Certificate

## EDUCATION

Lebanese University- Rafic Hariri institute

Psychology

3-2015 / 4-2022

InformationTechnology

(BT3) 2-2011 / 11-2014