

Gebran Ghosn

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Experience

- **TSF** October 2021 - 2024
Community Manager
 - Analyzed and initiated corrective actions.
 - Scheduled weekly events to increase engagement.
 - Made sure to deliver the project's vision in the right way.
 - Presented our community's demands and reviews.
 - Presented team's reports and evaluations.
- **Leafix** November 2021 - Present
Founder
 - Founded a new eco-friendly startup
 - Recruited employees and trained them
 - Managed production process
 - Won several competitions and grants
- **Advisor** April 2022 - 2025
 - Consulted several Web-3 and Fin-tech startups.
 - Devised a plan for stakeholders.
- **Banque Du Liban** June 2023 - July 2023
Internship
 - Got introduced to all available departments and worked in them.
 - Attended lectures in different business fields.
 - Performed Case studies for different departments.
 - Filed reports.
- **Project Manager** January 2022 - January 2023
 - Assisted in recruiting team members.
 - Assigned roles to team members.
 - Developed action plans based on the market updates.
 - Organized collaborations and partnerships with different parties.
- **ABC Lebanon** April 2024 - May 2025
Sales Associate
 - Build a strong customer portfolio
 - Provide feedbacks on brands based on its historical data
 - Maintain high KPIs
 - Provide excellent customer service and respond to inquiries, complaints and concerns in professional manner.
 - Daily follow up with head of sales department.
 - Maintain cleanliness and organization of store and backroom.
 - Efficiently sort and process inventory in the stockroom.
 - Perform cycle counts to ensure accuracy of inventory.
 - Successfully receive shipments and verify accuracy of orders.
 - Assist customer in products selections.
 - Training for each new candidate working in kid's section and assisting them during probation period.

-Preparing action plans for new brands through analysis, changing displays and exposure of specific items.

-Storytelling in sales by creating concepts, changing displays and styles.

- **ABC LEBANON**

May 2025 - Present

Brand Supervisor

- Analyze and monitor brand performance using Business Intelligence (BI) tools and multiple retail systems to support data-driven decisions.
- Set and follow up on monthly individual sales targets, ensuring alignment with overall department objectives.
- Manage daily section operations, including visual standards, stock flow, and floor efficiency.
- Develop and implement action plans for low-performing brands to improve sell-through and profitability.
- Support and boost new brand launches, ensuring strong visibility, team engagement, and market penetration.
- Prepare and manage team schedules, ensuring optimal coverage and operational efficiency.
- Coach, motivate, and develop team members, tracking performance and providing continuous feedback.
- Lead and collaborate with cross-functional departments (Buying, Operations, VM, HR) to achieve shared goals.
- Track brand KPIs such as sales performance, sell-through, inventory turnover, and productivity.
- Utilize CRM data to analyze customer behavior, identify trends, and enhance sales strategies.
- Manage and adjust overtime and vacation planning, balancing business needs with team wellbeing.

- **42 BEIRUT**

March 2025 - May 2025

Pisciner

Immersive Low-Level Programming: Completed a 4-week, high-intensity "Piscine" (Swimming Pool) focused on the C language, covering memory allocation, pointers, file descriptors, and data structures.

Peer-to-Peer Learning Architecture: Developed solutions in a teacher-less environment, relying on collaborative problem-solving and peer-mentorship to master complex logic.

Rigorous Code Defense: Evaluated and was evaluated by peers daily, followed by formal "Jury" defenses to justify algorithmic efficiency and adherence to the strict Norm (coding standard).

Agile Team Projects: Partnered with rotating teammates to build group projects under tight deadlines, utilizing Git for version control and collaborative workflow.

High-Pressure Evaluation: Demonstrated resilience and rapid skill acquisition during weekly 4-to-8 hour exams and a final 8-hour cumulative challenge.

Self-Directed Learning: Mastered the ability to "learn how to learn" by scouring documentation and testing edge cases without external instructions .

Education

- **LIU** 2023-2025
BA In Management Information Systems
GPA : 3.9
- **USEK** 2021-2023
BA In Business Computing
- **Lebanese Baccalaureate in General Science (GS)** 2020-2021

Skills

- Leadership
- Decision Making
- Time management
- Teamwork
- Work Under Pressure

- Microsoft Office
- Critical Thinking
- Python Programming
- SQL and BI systems

Achievements & Awards

- - Won First Place at Rural Entrepreneurs competition.
- - Won Second Place at Tatweer Baladna Competition.
- - Banque Du Liban Certification.

Activities

- - Volunteered with various organizations and NGOs (ACIE, LRC)
- - Underwent several workshops in different fields (Trading, Coding, Entrepreneurship, Marketing)
- - Decentralized autonomous organization Founder (Juice DAO)
- - AI Club Vice President

Languages

- Arabic
- English