

Hadi Assaf

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EDUCATION

- **LEBANESE INTERNATIONAL UNIVERSITY**
 - Bachelor's degree in Business Marketing
 - Performance: High standard (CGPA:3.8)
 - Dean's Honor List & President's Honor Recipient

PROFESSIONAL EXPERIENCE

- **Please – Kids wear | ABC Verdun - Present**

Sales Assistant

- Assisted customers in selecting children's clothing based on size, style, and occasion
- Delivered high-quality customer service to ensure a positive shopping experience
- Actively participated in upselling and cross-selling to increase overall sales value
- Worked on the store system, including billing, sales processing, and basic inventory updates
- Maintained organized product displays and store cleanliness
- Supported team members during busy periods to meet daily sales targets

- **Celio – French Men's wear | ABC Verdun (01/07/2025 – 28/11/2025)**

Sales Assistant

- Assisted customers with men's clothing selections, including casual, smart, and formal wear
- Provided styling advice and size recommendations to enhance customer confidence and satisfaction
- Contributed to achieving store sales targets through upselling and cross-selling techniques
- Operated the store system, handling cash and card transactions accurately
- Ensured proper stock organization and maintained visual merchandising standards
- Delivered professional customer service aligned with an international fashion brand

- **Sales & Procurement Assistant (Family Business) – 10/02/2023 – 20/06/2025 | Beirut, Lebanon**

- Purchased grocery items from wholesalers and negotiated deals.
- Assisted customers and managed in-store sales.
- Received deliveries and maintained inventory records.
- Created and organized invoices for clients and suppliers.
- Ensured smooth daily store operations.

SKILLS

Marketing & Strategic skills

- Digital Marketing and Social Media Management
- Branding and Advertising Fundamentals
- Marketing Strategy and Planning
- Content Creation and Promotion
- Customer Relationship Management

Soft Skills

- Strong Communication and Presentation Skills
- Teamwork and Collaboration
- Time Management and Organization
- Problem-Solving and Critical Thinking
- Creativity and Innovation
- Adaptability and Willingness to Learn

LANGUAGES

- Arabic (Native / Bilingual)
- English (Fluent)

CERTIFICATES

Academic Honors:

- **Dean's Honor List** – Lebanese International University Fall 2023–2024, Spring 2023–2024
- Awarded for academic excellence and outstanding performance.

- **Certificate of Achievement – President's Honor** – Lebanese International University, Spring 2024–2025
- Awarded by the University President for exceptional academic performance

RESOURCE

- Hassan Wehbe | Store Manager | +961 70 970 636 |