

Carla Fadi Kobeissi

Junior Buyer

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PROFILE

With a love for fashion and an eye for detail, I bring trends to life by curating assortments that excite customers and drive sales. I thrive on spotting what's next, building strong supplier relationships, and balancing creativity with strategy to keep brands fresh and profitable.

EDUCATION

Business Marketing <i>American University of Science & Technology</i>	09/2017 – 02/2021 Beirut, Lebanon
Baccalaureate in Economics & Sociology <i>Beirut Baptist School</i>	09/2002 – 06/2017 Beirut, Lebanon

PROFESSIONAL EXPERIENCE

Junior Buyer - Women <i>HST- GS</i>	09/2025 – Present
<ul style="list-style-type: none">• Manage the full buying cycle — from seasonal range planning, product selection, and supplier negotiations to order placement and delivery follow-up.• Prepare seasonal Open-to-Buy (OTB) plans based on sales forecasts, category performance, and inventory targets.• Select assortments and product mix aligned with brand identity, market trends, and customer demand to maximize sell-through and minimize markdowns.• Negotiate cost prices, payment terms, and delivery schedules with local and international suppliers to optimize margin performance.• Analyze sales performance (WTD, TY vs. LY), stock levels, and sell-through rates to make data-driven buying and replenishment decisions.• Attend international trade shows and supplier meetings to identify new brands, track fashion trends, and enhance the product offering.• Develop pricing strategies based on market research, competition analysis, and pre-defined margin objectives.• Initiate reorders for bestsellers and execute markdown or transfer strategies for slow-moving stock to improve inventory health.• Monitor and evaluate the performance of newly launched brands or categories to inform future buying decisions.	
Assistant Buyer - Men <i>ABC Sal</i>	01/2023 – 09/2025 Beirut, Lebanon
<ul style="list-style-type: none">• Identify and attract new brands, achieving department targets in sales, gross margin, and sell-out.• Stay up to date on industry developments through site surveys, fashion fairs, and magazines.• Coordinate with the manager on pricing new products, ensuring consistent pricing policies.• Prepare and analyze figures, simulations, and analytical studies, providing recommendations for improvements.• Establish a solid relationship with suppliers for successful initiatives.• Coordinate with the marketing team on events and communication.• Actively seek input from the Sales team to reinforce brand selection.• Guarantee appropriate distribution and planning of stock levels across all stores.• Conduct weekly store visits to ensure brand presence and collect feedback.	
Supply Assistant <i>Designer 24</i>	07/2022 – 01/2023 Beirut, Lebanon
Sales Associate <i>ABC Sal</i>	09/2017 – 01/2023 Beirut, Lebanon

CERTIFICATES

- Fashion Business – ESMOD USJ
- International Computer Driver's License: Microsoft Office (Word, PowerPoint, Outlook, Excel)
- Modern Arab League MAL – LAU

LANGUAGES

Arabic ● ● ● ● ● English ● ● ● ● ●
French ● ● ● ● ●

SKILLS

- Buying & Merchandising
- Business & Analytical
- Communication & Collaboration