

ELIE EL KHOURY

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EDUCATION

Holy Spirit University of Kaslik
Bachelor of Business Administration in Finance
GPA: 3.3/4.0

Kasik, Lebanon
January 2026

Relevant coursework: Corporate Finance, Investment Management, Financial Analysis, Financial Reporting.

WORK EXPERIENCE

Massimo Dutti – AZADEA
Visual Merchandiser (Coordinator)

Dbayeh, Lebanon
July 2025 – January 2026

- Monitored and analyzed key store KPIs (conversion rate, units per ticket, category performance) and implemented corrective merchandising strategies to improve sales performance.
- Identified underperforming product categories (e.g., pants) and adjusted visual presentation to improve category contribution.
- Led bi-weekly full-store re-coordinations aligned with new collection launches, ensuring commercial visibility of high-margin and priority items.
- Supervised and directed store team on visual standards and execution, acting as image lead with full operational autonomy from store management.
- Balanced commercial objectives (store manager) and brand image directives (area coordinator), ensuring alignment between revenue goals and brand positioning.

Massimo Dutti – AZADEA
Sales Associate

Dbayeh, Lebanon
June 2024 – June 2025

- Ranked #1 in team sales performance during first month of employment.
- Delivered personalized customer service, building relationships and driving repeat business while supporting store revenue goals.
- Collaborated closely with team members to coordinate daily tasks, maintain store standards, and achieve collective sales targets.
- Maintained focus and efficiency in a fast-paced retail environment, ensuring smooth operations during peak periods.
- Processed cash and card transactions accurately using POS system, ensuring error-free daily reconciliation.

E-commerce Business Owner

January 2022 – June 2023

- Managed end-to-end operations of an online retail business, including product sourcing, pricing strategy, and inventory management.
- Conducted cost analysis and margin optimization to maximize profitability of handpicked items.
- Implemented marketing and social media campaigns to drive traffic, engagement, and online sales growth.
- Analyzed sales data to identify trends, optimize product selection, and forecast demand.

CERTIFICATIONS

Capital Markets Professional Certificate
New York Institute of Finance & LAU ACE

February 2024 – May 2024

- Developed understanding of financial markets, valuation concepts, and derivative instruments (futures, options, swaps) used for hedging and risk management.

Financial Trading Certificate

New Horizons Computer Learning Centers

December 2022

- Introduced to financial markets and basic technical analysis concepts, including price trends, chart patterns, and trading fundamentals.

SKILLS

- **Technical:** Excel | Financial Modeling (basic) | Data Analysis | Data Interpretation | Business Research
- **Finance:** Portfolio Management (basic) | Capital Markets | Technical Analysis (basic) | Risk Management Concepts
- **Soft:** Adaptability | Critical Thinking | Teamwork | Communication | Problem Solving | Time Management