



AHMAD FOUANI

*Business Development &
Client Relations Professional*

CONTACT

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Languages

Arabic – Native
English – Fluent
French – Intermediate

PROFILE

Results-driven Business Development & Client Relations Professional with a strong foundation in business management and human resources. Proven ability to optimize operations, drive sales growth, and enhance customer relationships. Focus on team leadership, strategic planning, and market analysis to improve profitability. Passionate about driving business success through data-driven decision-making and operational excellence.

EDUCATION

MBA in Human Resource Management – Lebanese International University, Beirut (2021-2023)

BBA in Business Management – Lebanese International University, Beirut (2016-2019)

WORK EXPERIENCE

KRISMA MIDDLE EAST | AUG 2023 – AUG 2025

Brand Supervisor | Business Operations

- Manage operations for three premium brands (Elisabetta Franchi, Lamia Bambina, and Marella at ABC department store), ensuring efficiency and profitability.
- Lead and mentor sales teams to achieve performance and revenue targets.
- Analyze sales trends to develop data-driven strategies for brand growth.

Senior Sales | Business Development

- Optimized store performance through marketing and customer engagement strategies.
- Trained staff on advanced sales techniques, enhancing productivity.
- Collaborated with senior management to improve store profitability.

WEFASHION GROUP | JUNE 2022 – JULY 2023

Senior Sales

- Spearheaded sales strategies and operational efficiency at Tara Jarmon.
- Developed monthly sales reports to track performance and identify opportunities.
- Managed stock control and inventory forecasting to maximize revenue.

Sales Representative

- Focused on customer acquisition and retention at Celio.
- Ensured high service standards to meet company KPIs.

CERTIFICATIONS & ACTIVITIES

Entrepreneurship Initiative – Led Eco Pedal Lebanon, an eco-friendly transport project.

Volunteer Work – Assisted in event operations at BLOM Bank Beirut Marathon.

Advanced English Courses – Completed training at Mira Training Center.

KEY SKILLS & COMPETENCIES

- Business Development & Strategy – Driving revenue growth and market expansion.

- Sales & Customer Engagement – Building strong client relationships and increasing retention.

- Operational Efficiency – Streamlining processes to boost performance.

- Leadership & Team Management – Coaching teams to achieve business goals.

- Market Analysis & Data-Driven Decisions – Leveraging insights to optimize sales.

- CRM & Digital Marketing – Experienced in marketing tools and customer relationship management.

DIGITAL MARKETING SPECIALIST (FREELANCE) | 2020-2021

- Led digital campaigns (SEO, SEM, social media) to boost brand presence.
- Designed email marketing strategies to increase customer engagement.
- Optimized digital performance for business growth.

PRIVATE TUTOR (FREELANCE) | 2016-2020

- Provided personalized tutoring for grades 1-6, tailoring methods to each student's learning style.
- Prepared students for Grade 9 & 12 exams with targeted coaching and strategy training.
- Developed customized lesson plans to enhance understanding and academic performance.
- Improved study techniques, boosting exam success rates.

INTERNSHIPS

WeFashion Group (HR Intern) | JUNE 2023

- Supported the HR team with various administrative tasks related to recruitment, employee records, and onboarding.
- Assisted in organizing employee development programs and team-building activities.
- Contributed to HR reporting and data entry tasks.