

# RAYAN RAZZOUK

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01 - July - 1999

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## PROFESSIONAL SUMMARY

Results-oriented E-commerce Specialist with years of experience driving online sales and enhancing customer experiences for regional markets. Skilled in managing e-commerce platforms (Shopify, ect), optimizing conversion rates, and executing data-driven marketing strategies. Strong background in inventory management. Proven ability to lead cross-functional teams and implement regional campaigns that drive sales growth and improve operational efficiency.

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## EXPERIENCE

### Azadea Group

#### Store Operations Specialist - Doha

1 month as support

- Manage and optimize stockroom processes to ensure efficient storage accurate inventory and adherence to safety standards
- Assist with inventory control stock, replenishment, and budget tracking to meet sales and productivity goals
- Coordinate stock amount, manpower and schedules to align with store operations and ensure smooth delivery and replenishment
- Train and motivate stockroom staff to uphold process standards and enhance overall product availability and customer experience

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### Azadea Group

#### Regional E-Com & CX SPECIALIST - Beirut

March 2022 - May 2025

- Evaluate and address user needs, recommending solutions within established platforms to enhance customer experience.
- Coordinate with cross-functional teams (marketing, logistics, IT) to ensure seamless execution of e-commerce campaigns and promotions.
- Familiar with inventory management tools (e.g. SAP) and CRM systems (Salesforce, HubSpot) for tracking customer interactions and optimizing sales strategies.
- Manage drop shipping operations, including supplier coordination, order fulfillment, and optimizing e-commerce processes to enhance customer satisfaction and profitability.
- Manage payment gateways (PayPal, local payment systems) to ensure smooth transaction processes for customers across the region.

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### RJ Group Holding

#### Digital Marketing Associate - Beirut

March 2021 - Feb 2022

- Develop and curate content across digital platforms (social media, SMS, email), resulting in a 15% increase in traffic and engagement.
  - Prepare quarterly content calendars for social media platforms and blogs to enhance engagement and audience interaction.
  - Ensure all content aligns with the luxury gym studio's brand voice, aesthetic, and values.
  - Track and report on business development results, analyzing data to derive insights and inform strategic decision-making.
- Handle administrative duties related to social media management, including scheduling posts, organizing content calendars, and maintaining social media tools and resources.

- Provide exceptional customer service to high-end clientele through various channels including in-person, phone, and email, ensuring a personalized and seamless experience.
- Uphold the luxury brand image in all customer interactions, demonstrating professionalism, courtesy, and a high level of service that reflects the company's values and standards.
- Gather and report customer feedback to management, contributing to continuous improvement of products and services based on client insights and preferences.
- Meet or exceed performance targets, including customer satisfaction scores, response times, and resolution rates, contributing to the overall success of the customer service department.

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## **EDUCATION**

**Lebanese University - English Literature**

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## **COMPETENCIES - TECHNICAL SKILLS**

Digital Marketing	Account Management	Shopify Software
Zendesk	Microsoft Dynamics 365	Salesforce Software
SAP CRM	Client Relationship Management	Como Sense
E-commerce Management	Problem-solving Skills	Reporting & Analysis

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## **CERTIFICATIONS AND TRAININGS**

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| • Google Digital Marketing & E-commerce Professional Certificate | • Being a Good Mentor (LinkedIn Learning)                              |
| • Content Creation: Strategy and Tools (LinkedIn Learning)       | • Search Engine Optimization (SEO) with Squarespace                    |
| • Communicating with Confidence (LinkedIn Learning)              | • Accessing Personal Genius (International Society of Neuro-Semantics) |
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## **LANGUAGES**

English - full proficiency  
Arabic - full proficiency

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