

ELIAS EL TAYAR

Address: Ain El Remmaneh - Aley, Mount Lebanon, Lebanon

Mobile No: +961 70 272 192

LinkedIn Profile: www.linkedin.com/in/elias-el-tayar/

E-mail Address: eliasjtayyar@gmail.com

A skilled marketing professional with expertise in SEO, SEM, and Social Media Marketing, backed by hands-on experience in retail management and operational excellence. Demonstrated ability to leverage marketing skills in practical settings, such as leading projects and implementing strategies that drive customer engagement, improve store operations, and support overall business growth.

EDUCATION:

Bachelor of Business Administration, Marketing and Management June 2022

Antonine University, Faculty of Business Administration, Baabda, Lebanon

Lebanese Baccalaureate – Sociology and Economy June 2019

Collège des Dominicaines de Notre Dame de la Délivrande, Araya, Lebanon

PROFESSIONAL EXPERIENCE:

Lead Support & Execution Coordinator August 2025 - Present

Gray Mackenzie Retail Lebanon, Dbayeh, Lebanon

- Supporting process improvement by analyzing operational data, identifying inefficiencies, and proposing actionable solutions.
- Partnering with the Business Intelligence team to analyze operational data, generate performance dashboards, and identify trends that support process optimization and informed decision-making.
- Participating in regular meetings with other departments to align on operational priorities, address cross-functional challenges, and ensure smooth execution of company-wide initiatives.
- Managing operational improvement projects and delivered data-driven presentations to senior management, enabling informed decision-making and implementation of process enhancements across the department.

Operational Excellence Inspector May 2023 – July 2025

Gray Mackenzie Retail Lebanon, Dbayeh, Lebanon

- Created an Excel database of third-party companies and store agents, enabling cost tracking and workforce management.
- Conducted store audits to improve cleanliness, product availability, and expiry compliance.
- Developed a departmental manual summarizing achievements and future goals.
- Collaborated with head office departments to ensure operational standards and procedures were met.

Retail Management Trainee April 2022 – May 2023

Gray Mackenzie Retail Lebanon, Dbayeh, Lebanon

- Contributed to the creation of a manning guide for future store openings.
 - Presented projects on HR, Marketing, Finance, and Leadership.
 - Resolved operational and system issues at the customer service desk to ensure customer satisfaction.
 - Shadowed section managers and actively participated in daily store operations.
 - Utilized systems such as Dynamics Nav and RBO for data collection and operational tasks..
-

PROJECTS:

- **Planet Health: (Team Member)** December 2022 – March 2023
Introducing a new Para pharmacy section in the stores: Prepared a market analysis, set different marketing strategies, created a calendar for the marketing campaign. In addition, I planned the onboarding process for the future employees, chose the categories and items that will be available, and prepared a financial analysis. This led to a comprehensive guide for future implementation in the stores.
- **Intelligentsia: (Team Member)** November 2022 – December 2022
Importing a new brand and implementing it in our stores: Used different marketing strategies, prepared a market analysis, and set merchandising guidelines on how to promote the brand. This led to a fully detailed plan to import a new brand to the stores in the future.

CERTIFICATES:

Simplilearn

- Digital Marketing Specialist: Master's Program (*October 2024*)
- Content Strategy: Crafting Compelling Messages for Success (*August 2024*)
- Mobile Marketing: Capturing Audiences in the Mobile Era (*August 2024*)
- Email Marketing: Leveraging the Power of Personalized Communication (*July 2024*)
- Social Media Marketing: Engaging Customers and Building Brand Advocacy (*July 2024*)
- Search Engine Marketing: Targeted Campaigns for Maximum Reach (*July 2024*)
- Search Engine Optimization: Unleash the Power of Organic Visibility (*June 2024*)
- Behavioral Marketing: Understanding the Customer (*June 2024*)
- Digital Marketing Landscape: Navigating the Ever-Changing Landscape (*June 2024*)
- Website creation: Building a Strong Online Foundation (*June 2024*)

Trace Lebanon

- Leadership Program (*April 2023*)

SKILLS/LANGUAGES:

Computer Skills:

- Demonstrated proficiency of Microsoft Office, including Word, Excel, and PowerPoint
- Knowledge in IBM SPSS
- Strong aptitude for learning and using new technology systems

Technical Skills:

- Search Engine Optimization
- Search Engine Marketing
- Website Creation
- Social Media Marketing
- Content Marketing

Languages:

- **Arabic:** Native in reading, writing, speaking, and listening.
 - **French:** Advanced in reading, writing, and listening; intermediate in speaking.
 - **English:** Advanced in reading, writing, speaking, and listening.
 - **Spanish:** Intermediate in reading; beginner in writing, speaking, and listening.
-