

# Cyrine Shehab

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## SUMMARY

Results driven retail manager with over 8 years of experience leading high-performing teams for global brands including Converse, Levi’s and Nike. Proven ability to drive sales growth, optimize operations, and deliver exceptional customer experiences. Skilled in inventory control, staff training, and performance management. Currently pursuing a Digital Marketing program at LAU ACE to enhance expertise in branding, content marketing, and data-driven advertising strategies.

## EXPERIENCE

### ○ SIDEWALKS

#### Store Manager – Converse (ABC Verdun) 2025 – Present

- Lead and manage a team of 4 employees, managing daily operations and customer service.
- Optimize stock levels and inventory flow, improving profitability and product availability.
- Support the Branch Manager in achieving financial and operational goals.
- Train and motivate staff to maintain service excellence and team engagement.

Store Manager – Levi’s (ABC Verdun) 2024 – 2025

Assistant Manager - Converse (ABC Ashrafieh) 2023 - 2024

Team Leader - Nike (Beirut Souks) 2022 - 2023

Team Leader - Converse (ABC Verdun) 2020 – 2022

Senior Sales - Converse (Beirut City Center) 2020 – 2020

Junior Sales – Nike (Factory Outlet, Khaldeh) 2018 – 2020

### ○ Freelance Seller via Social Media

(Self-Managed Online Page 2020-2022)

- Produced and promoted digital content to increase engagement and sales.
- Managed content creation, customer communication, and paid promotions.
- Grew online reach and built brand awareness through consistent branding.

## EDUCATION

**Digital Marketing – LAU ACE (Present)**

Focus: Branding, Content Marketing, Social Media, SEO, Ads Management, AI Marketing

**Hospitality – Technical College University, Beirut.**

**SKILLS**

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**Technical Skills:** MS Office, Inventory Management, Financial Reporting, Data Analysis, CRM, POS, JD Edwards (JDE)  
**Soft Skills:** Leadership, Team Management, Problem Solving, Communication, Organization, Adaptability

**LANGUAGES**

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**Arabic** (native), **English** (proficient).