

Cyrine Shehab

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SUMMARY

Results-driven professional with 8+ years of experience in retail management and sales, working with global brands including Converse, Levi's, and Nike. Recently completed a Digital Marketing Diploma (LAU ACE), gaining foundational knowledge in branding, social media, SEO, and online advertising. Strong in team leadership, customer service, and sales optimization. Open to opportunities where I can contribute my skills and continue learning in a professional environment.

EXPERIENCE

Sidewalks - Beirut, Lebanon
Store Manager - Converse (ABC Verdun) | 2025 – Present

- Lead a team of 4 employees, managing daily store operations and delivering excellent customer service.
- Optimize stock levels and inventory, improving sales and product availability.
- Support Branch Manager in achieving financial and operational targets.
- Train and motivate staff to maintain high performance and 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
Junior Sales - Nike (Factory Outlet, Khaldeh) | 2018 - 2020

Freelance Social Media Seller | 2020 – 2022

- Managed a personal online page, learning basics of social media content posting and customer communication.
- Gained initial exposure to online promotions and digital branding.

EDUCATION & CERTIFICATIONS

- **Digital Marketing Diploma**, LAU Academy of Continuing Education | 2025
- **Meta Certified Digital Marketing Associate**, Meta
- **Fundamentals of Digital Marketing**, Google
- **Elements of AI for Business**, MinnaLearn Program
- **Hospitality**, Technical College University, Beirut

SKILLS

Technical Skills: MS Office, Inventory Management, Financial Reporting, Data Analysis, CRM, POS, JD Edwards (JDE), Basic Digital Marketing (Social Media Posting, Branding, SEO, Paid Ads)

Soft Skills: Leadership, Team Management, Problem Solving, Communication, Organization, Adaptability

LANGUAGES

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