Mohammad Al-Labban

Contact

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Languages

- Arabic – Mother Tongue
- English – Fluent

Summary

Experienced and adaptable retail professional with a solid background in visual merchandising, inventory management, and assistant merchandising within dynamic retail environments. Skilled in aligning brand standards with in-store execution to enhance customer experience and drive performance. Demonstrates strong organizational, analytical, and leadership capabilities, with a proven ability to support merchandising strategies, manage stock flow, and collaborate cross-functionally. Also brings technical proficiency from a prior IT support role, contributing to efficient problem-solving and operational reliability. Known for maintaining high standards, meeting tight deadlines, and supporting business objectives through precision and teamwork.

Experience

Assistant Merchandiser - 2025 Present Victoria's Secret International, United Arab Emirates (Dubai)

- Supported the merchandising team in planning and executing seasonal product assortments tailored to brand and market needs.
- Collaborated with planning, buying, and visual teams to ensure timely product launches and optimal in-store availability.
- Monitored stock levels, sales performance, and product lifecycle to help optimize inventory and minimize markdowns.
- Prepared and analysed regular reports on sales trends, sell-through rates, and stock movements to assist in strategic decision-making.
- Coordinated with suppliers and logistics teams to ensure timely stock deliveries and resolve any shipment discrepancies.
- Assisted in demand forecasting based on historical data and market trends to support accurate seasonal planning.
- Played a key role in visual merchandising alignment, ensuring execution of floor plans and displays that reflect the brand identity and drive sales.
- Supported promotional and clearance strategies by identifying slow-moving items and suggesting appropriate actions.
- Maintained close communication with stores to gather on-ground insights and ensure alignment between merchandising and operational execution.
- **Initiated and implemented a market-wide FIFO (First-In, First-Out) stock rotation guideline**, training stores on proper procedures to reduce aged inventory and prevent stock losses.
- Worked cross-functionally to monitor FIFO adherence, contributing to improved sell-through and overall inventory health.

Skill Highlights

- **Inventory Management**
- **Logistics Coordination**
- **Team Leadership**
- **Analytical Skills, Organization**
- **Problem Solving, Communication & Time Management**
- **Creative Vision**
- **Attention to Details**
- **Training & Development**
- **Collaboration**

Experience

Merch Flow & Visual Merchandiser Supervisor – 2017-2025 Victoria's Secret International, Lebanon (Beirut), United Arab Emirates (Dubai)

Design and Implementation: Created and executed innovative visual displays that aligned with brand guidelines and attracted customer attention, resulting in a 15% increase in store traffic.

Window Displays: Designed and installed window displays to enhance the store's exterior appeal, leading to a 10% increase in foot traffic.

Seasonal Themes: Developed seasonal themes and promotional displays, coordinating with marketing campaigns to ensure cohesive brand messaging.

Collaboration: Worked closely with the marketing team to align visual displays with promotional activities and events.

Training: Trained and mentored junior visual merchandisers, ensuring consistency in visual standards across all store locations.

Trend Analysis: Kept abreast of industry trends and competitor displays, implementing new ideas to maintain competitive edge.

Inventory Management: Assisted in inventory management and ensured that all merchandise was properly displayed and replenished in a timely manner.

Inventory Coordination: Managed the receipt, storage, and distribution of merchandise, ensuring efficient and accurate inventory flow.

Team Leadership: Supervised a team of 10+ associates, providing training, guidance, and performance evaluations to enhance productivity and job satisfaction.

Process Optimization: Streamlined merchandising processes, reducing stock discrepancies by 20% and improving overall operational efficiency.

Data Analysis: Analyzed sales data and inventory reports to forecast demand, optimize stock levels, and minimize overstock and stockouts.

Communication: Maintained clear communication with suppliers, warehouse staff, and store managers to ensure timely and accurate merchandise delivery.

Problem-Solving: Addressed and resolved issues related to inventory discrepancies, shipping delays, and damaged goods promptly and effectively.

Safety Compliance: Ensured all merchandising activities complied with safety regulations and company policies, maintaining a safe working environment.

Customer Service: Collaborated with the customer service team to address inventory-related customer inquiries and complaints, enhancing customer satisfaction.

Personal Strength

Creative Problem Solving:
Proven ability to design and implement visually compelling retail displays that align with brand identity and drive customer engagement.

Attention to Detail: Exceptional eye for detail, ensuring high standards in visual merchandising and accuracy in inventory management.

Leadership and Team Management:
Skilled in leading and training teams to achieve merchandising goals and maintain high execution standards.

Data-Driven Decision Making:
Strong analytical skills with experience in using sales data and market trends to make informed merchandising and inventory decisions.

Customer-Centric Approach:
Adept at enhancing the shopping experience through innovative displays and effective product placement, resulting in increased customer satisfaction.

Strategic Inventory Management:
Expertise in optimizing inventory flow to reduce stockouts and overstocks, improving product availability and turnover.

Adaptability and Innovation:
Ability to quickly adapt to seasonal trends and market changes, driving continuous improvement in visual merchandising strategies.

Experience

Assistant Information Technology
AUL Arts, Sciences, and Technology University in Lebanon

Technical Support: Provide daily technical support to over 200 end-users, resolving hardware, software, and network issues via phone, email, and in- person. Achieved a 95% satisfaction rating in user support services.

System Maintenance: Assist in the maintenance and administration of the company's IT infrastructure, including servers, workstations, and network devices. Regularly perform system updates, patches, and backups to ensure system reliability and security.

Troubleshooting & Problem Resolution: Diagnose and troubleshoot technical problems with various systems and applications, including operating systems, office productivity suites, and custom software. Successfully reduced average resolution time by 20% through improved troubleshooting procedures.

Software & Hardware Installation: Facilitate the installation and configuration of new software and hardware for employees, ensuring minimal disruption to workflow. Managed the deployment of over 50 new workstations and updated software for the company.

Documentation & Reporting: Create and maintain detailed documentation of IT processes, procedures, and troubleshooting guides. Regularly update knowledge base articles and prepare weekly reports on IT support metrics and system performance.

User Training: Conduct training sessions for employees on best practices for using company software, security protocols, and troubleshooting common issues. Developed training materials that improved user competency and reduced recurring support requests.

Education

- **Computer Science – 2nd Year Ungraduated:** AUL Arts, Sciences, and Technology University in Lebanon
- **Multimedia Technology – 1st Year Ungraduated:** Arab Open University in Lebanon
- **Diploma in Digital Store Management:** TrainProg Academy Delaware state in USA

Certifications

MS Access (certificate):
American Centre for Excellence (ACE) Training Centre, Beirut, Lebanon
Programming Languages C#, Visual Basic, SQL, Oracle (certificate):
American Center for Excellence (ACE) Training Centre, Beirut, Lebanon
Programming Languages C++, Oracle (certificate):
AUL Arts, Sciences, and Technology University in Lebanon
Supervising Others: **Alison Online Learning**
Think Big Act Small Vinod Khosla on Start Ups: **Alison Online Learning**
Photographer: **Arab Open University**
Canva Editing (certificate): **Coursera, American Open Online Course**