

MOHAMMAD AL-LABBAN

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PROFESSIONAL SUMMARY

Experienced retail, merchandising, and operations professional with over eight years of progressive experience in international retail environments. Strong background in merchandising strategy support, visual execution, inventory management, data analysis, and cross-functional collaboration. Proven ability to lead teams, optimize stock flow, improve processes, and support business objectives. Brings additional technical expertise from IT support roles, enabling analytical problem-solving and operational efficiency.

CORE COMPETENCIES

- Merchandising Operations & Strategy Support
- Inventory Management & Stock Optimization
- Visual Merchandising Execution
- Sales & Performance Analysis
- FIFO & Stock Aging Control
- Logistics & Supplier Coordination
- Retail Operations & Process Improvement
- Team Leadership & Training
- Cross-Functional Collaboration
- Technical Support & Troubleshooting

PROFESSIONAL EXPERIENCE

Assistant Merchandiser | Victoria's Secret International – UAE | 2025 – Present

- Support seasonal assortment planning and merchandising strategies aligned with brand and market needs.
- Monitor stock levels, sell-through performance, and product lifecycle to maintain healthy inventory.
- Prepare detailed reports on sales trends, stock movement, and performance KPIs.
- Coordinate with planning, buying, logistics, and visual teams to ensure timely launches and availability.
- Assist in demand forecasting using historical data and market trends.
- Implement and monitor FIFO guidelines across stores, reducing aged inventory and stock loss risk.
- Support promotional and clearance strategies through data-driven recommendations.
- Maintain continuous communication with stores to gather operational insights.

Merch Flow & Visual Merchandising Supervisor | Victoria's Secret International – Lebanon & UAE | 2017 – 2025

- Led merchandising flow and visual execution across multiple store locations
- Designed and executed window displays and seasonal layouts increasing store traffic and engagement
- Supervised and trained teams of 10+ associates, ensuring brand consistency and execution standards
- Managed merchandise receipt, storage, and distribution for accurate inventory flow
- Analyzed sales and inventory data to forecast demand and optimize stock levels
- Reduced stock discrepancies by approximately 20% through process optimization
- Collaborated with marketing and operations teams to align visual execution with campaigns
- Ensured compliance with safety regulations and company policies

Assistant Information Technology Support | AUL Arts, Sciences & Technology University – Lebanon

- Provided daily technical support to over 200 end-users across hardware, software, and network issues
- Installed, configured, and maintained workstations, operating systems, and applications
- Diagnosed and resolved technical issues, reducing average resolution time by 20%
- Assisted in system maintenance, updates, and backups
- Created documentation, reports, and user training materials
- Conducted training sessions to improve user efficiency and reduce repeat incidents

EDUCATION

MBA – Project & Operations Management (Expected September 2026)

Bachelor in Computer Science – AUL University (Incomplete)

Diploma in Digital Store Management – TrainProg Academy (USA, Online)

Multimedia Technology – Arab Open University (Incomplete)

CERTIFICATIONS

- C#, Visual Basic, SQL, Oracle – ACE Training Centre
- C++ & Oracle – AUL University
- Supervising Others – Alison
- Think Big Act Small (Startups) – Alison
- Canva Editing – Coursera