



Marina Asaad

BUYING & PRODUCT SPECIALIST

CONTACTS

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ABOUT ME

Experienced in the business and retail sector as well as buying and retail alongside a buying retail management degree, experienced at market research, product selection, contracting and supplier negotiations. Proven track record in identifying trends and optimizing inventory for optimal customer experiences and reaching targets.

WORK EXPERIENCE

Jan 2024– Present

Wholesale Account Coordinator – Weekday (H&M Group), Stockholm.

- Efficiently process wholesale orders from clients, ensuring accuracy and timeliness in order fulfillment.
- Collaborate with the sales team to identify potential wholesale opportunities, generate leads, and support sales initiatives.
- Track and monitor the progress of wholesale orders from placement to delivery, ensuring on-time delivery
- Work closely with other departments to ensure seamless operations and alignment with organisational goals.

Feb 2022 – Nov 2023

Procurement Agent – U.S Embassy in Stockholm, Department of State

- Monitored all purchase acquisitions and managed supplier and vendor relationships.
- Navigated and applied FAR/DFARS regulations and internal procedures for compliance.

EXPERTISE

Microsoft All Programs
Planning&Organising
SAP

Eye for Trends
Forecasting and Planning
Event Planning
Detail Oriented
Market Trend Analysis

EDUCATION

2015 – 2019
BACHELOR OF ARTS
Fashion Buying Retail
Management
**University For The Creative
Arts, Kent UK**

2015
DIPLOMA

Business Law & Social Science
**Kaplan International College,
London, UK**

2013
HIGH SCHOOL DIPLOMA
**Praktiska Gymnasium
Stockholm, Sweden**

LANGUAGES

English – Advanced

Swedish – Native

Arabic – Native

Syriac – Native

CERTIFICATIONS

2020 – Jewellery Basics

AZZA FAHMY

2015 – Leadership Training

Studieförbundet Bilda

2013 – Makeup Artist Diploma

Praktiska Gymnasium

- Managed in house day to day procurement and larger projects.
- Proven expertise in managing various types of contracts and procurement processes while ensuring compliance with regulations.
- Handled Request for Quotation (RFQ) procedures, issuing RFQs to qualified vendors and evaluating their proposals to secure the best value for the government.

Dec 2019 – Dec 2021

**Buying Assistant – Media Markt HQ
Stockholm**

- Demonstrated ability to coordinate with suppliers, negotiate contracts, and ensure timely deliveries.
- Evaluated consumer preferences and behaviors, combined with market trends and historical data, to adjust and enhance campaigns.
- Proficient in SAP for generating financial reports, trend reports and product data sheets.
- Developing creative presentations for all stores.
- Proactive approach in identifying emerging market trends to curate competitive and attractive product assortments for all Sweden stores.

Aug 2019 – Dec 2019

**Special Project Administrator – Swedbank HQ
Stockholm**

- Overseeing and managing Know Your Customer (KYC) projects.
- Conducted thorough customer due diligence, verifying and validating client information and documentation.
- Maintained a comprehensive understanding of anti-money laundering (AML) and counter-terrorism financing (CTF) regulations.

April – Aug 2018

**Beauty Merchandise Admin Assistant, Marks
& Spencer, London, UK**

- Assisted in product ordering, inventory management, and ensuring timely replenishment of beauty products.
- Contributed to the development of effective beauty merchandising strategies to drive sales and profitability.