

# ANAS ABED EL RAHMAN

## PROFESSIONAL SUMMARY

Strategic and results-driven **Merchandising Supervisor** with over 10 years of experience in retail execution and visual merchandising across the Middle East. Currently leading the merchandising operations for **ACCBC across Jordan**, overseeing team performance, stock availability, and market compliance. Expert in optimizing product visibility, managing high-performing field teams, and implementing FIFO discipline to drive sales and brand excellence.

## WORK HISTORY

### **MERCHANDISING SUPERVISOR** 02/2026 to Current

**Aujan Coca-Cola Beverages Company (ACCBC)**, Amman, Jordan

- Team Leadership: Supervise, coach, and guide a national team of Sales Merchandisers to ensure daily execution standards and brand alignment.
- Field Management: Conduct regular joint market visits and execution audits across Jordan to identify performance gaps and implement corrective coaching.
- Operations & Logistics: Manage route allocation and workload priorities to ensure 100% outlet coverage and optimal field productivity.
- Stock & FIFO Discipline: Enforce strict FIFO (First-In-First-Out) principles and monitor stock levels to proactively reduce out-of-stock (OOS) situations and manage expiries.
- Compliance & Asset Control: Ensure 100% accuracy in pricing, planogram compliance, and exclusive use of ACCBC coolers and assets.
- Reporting: Consolidate field execution reports and provide strategic feedback on competitor activity and market trends to senior management.

### **SENIOR VISUAL MERCHANDISING** 02/2024 to 01/2026

**IKEA Al Futaim**, Doha

- Designed brand-consistent visual merchandising solutions aligned with IKEA global standards to enhance customer experience and commercial performance.
- Optimized retail space planning and product placement, improving product visibility and customer navigation across key store areas.
- Collaborated with sales, logistics, marketing, and interior design teams to align merchandising strategies with business objectives.
- Executed seasonal and promotional campaigns, analyzing customer feedback and performance data to refine visual displays.
- Trained and coached store teams on visual merchandising guidelines, commercial priorities, and best practices.
- Monitored merchandising KPIs and implemented data-driven improvements to maximize impact and efficiency

Key Project:

- Store of tomorrow - Inter IKEA system (Jan -2025)

### **VISUAL MERCHANDISING SPECIALIST** 02/2017 to 01/2024

**IKEA - Al Homaizi Limited**, Jordan - Kuwait

Supported multiple IKEA store openings and expansions across Jordan, Kuwait, and Morocco, contributing to planning, execution, and visual setup.

- Implemented global visual merchandising strategies while adapting solutions to local market needs.
- Created store layouts, visual plans, and display solutions using AutoCAD and Revit.
- Managed visual merchandising inventory and supply ordering, ensuring readiness for campaigns and seasonal changes.
- Improved customer flow and space efficiency through creative problem-solving and layout optimization.
- Trained and mentored new coworkers, promoting a culture of quality, consistency, and continuous improvement.

Key Project:

- Morocco Store Expansion – Support Team Member (Oct–Nov 2022)
- Kuwait Store Expansion – Planing and implementing (July - 2023)

**DESIGN&CARPENTRY TEAM** 04/2015 to 02/2017

**Fawaz Nabulsi Decoration**, Amman -Jordan

- Led a multidisciplinary design and carpentry team delivering functional, aesthetically strong interior solutions.
- Managed end-to-end design execution, ensuring projects met client requirements, timelines, and quality standards.
- Solved complex design challenges and guided teams toward high-quality, commercially viable outcomes.

**THE SUPPORT TEAM** 01/2015 to 03/2015

**15 Class Furniture Co**, Amman

- Self-motivated, with a strong sense of personal responsibility.
- Worked effectively in fast-paced environments.

**SKILLS**

- Visual Merchandising Strategy
- Planograms & Shelf Standards
- AutoCAD & Revit (Retail Design)
- FIFO & Expiry Management
- Team Training & Leadership
- Sustainability in Retail Design
- Retail Store Design & Space Planning
- Store Layout Optimization & Customer Flow
- Execution Audits & Reporting
- Planograms & Shelf Standards
- Pricing Accuracy & Shelf Labeling


**EDUCATION**

**Applied Science University, AMMAN**  
**Bachelor of Arts**, Interior Design, 08/2014

ADDITIONAL COURSES & CERTIFICATIONS

- 3DS Max, TRIKSL (Jan 2014 - Feb 2014)
- AutoCAD, ASU (May 2014 - May 2015)
- Revit Superuser, IKEA Jordan (Jul 2018)

**LANGUAGES**

Arabic:	English:
	
Bilingual or Proficient (C2)	Advanced (C1)