

Elie Serge Tannous

E-Commerce Specialist | User Journey Specialist | AI Engineer

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SUMMARY

Data-driven and motivated User Journey Specialist and E-Commerce Professional with a proven track record of analyzing and optimizing customer experiences across digital platforms. Skilled at mapping user journeys, identifying pain points, and collaborating cross-functionally to design seamless, engaging, and personalized digital experiences.

Certified Google Ads professional with a strong eye for detail, accuracy, and well-developed time management skills. Experienced in launching and managing successful digital marketing campaigns, producing original web content, and leveraging data analytics to inform strategy and improve performance.

Highly experienced in the retail industry, passionate about delivering exceptional customer service and driving sales growth. Committed to contributing to a company's success by enhancing user satisfaction and building loyalty through innovative, user-centered solutions.

KEY ACHIEVEMENTS

- Enhanced online sales - 43% increase in online sales during first quarter at TALACO.
- Boosted user satisfaction - led app-improvement initiatives that boosted user satisfaction by 30% at The Sultan Center.
- Increased engagement - designed e-commerce strategies that increased customer engagement by 25% within six months.
- Reduced friction - usability tests reduced user friction points by 15% in The Sultan Center app.

EXPERIENCE

Ecommerce Specialist & Project Coordinator - Mike Sport Group

Beirut, Lebanon · 2025 - Present

- Lead e-commerce and digital project delivery across the group's multi-brand portfolio: Mike Sport Lebanon, Mike Sport Iraq, Crocs Lebanon, and Service Park.
- Coordinated and led implementation of multiple internal platforms across the group: multi-tenant E-commerce Delivery Performance Dashboard, AI-powered SEO Collection Engine (production Claude Sonnet 4), Product Data Enrichment Dashboard (Anthropic SDK + BullMQ), MikeSport PIM, Marketing Intelligence Dashboard (Vercel AI SDK + OpenAI), HR system specification + implementation, internal PM tool, and the mikesport.tech internal portal.

- Drove conversion rate optimization and UX improvements across all four storefronts - restructured product flows, optimized collection pages, integrated live carrier delivery data, and tightened the post-purchase experience.
- Bridged business stakeholders and engineering: turned operational requirements into clean specs and acceptance criteria, then ran the implementation cycle end-to-end.
- Introduced AI-assisted operations into the catalog and content workflow: SEO content generation, product enrichment with confidence scoring and source tracking, marketing analytics with LLM-generated narratives.
- Designed the dual SLA model used in the delivery dashboard (internal Shopify cycle + carrier-driven external SLA per region), eliminating SLA-attainment blindspots across stores.

User Journey Specialist - The Sultan Center

Kuwait · Nov 2024 - May 2025

- Conducted comprehensive mapping and analysis of the entire customer journey within the Sultan Center mobile app, identifying friction points and opportunities to enhance user satisfaction and retention.
- Collaborated cross-functionally with UX/UI designers, product managers, marketers, and developers to design and implement improvements that delivered a seamless and engaging app experience.
- Developed detailed user personas and journey scenarios specific to grocery shopping and food retail.
- Led and coordinated usability testing sessions with real users, collecting qualitative and quantitative feedback to guide iterative improvements.
- Analyzed app usage data, customer feedback, and performance metrics to measure the impact of journey optimizations and support data-driven decision-making.
- Worked closely with marketing teams to ensure that promotional campaigns, seasonal offers, and in-app events were smoothly integrated into the user flow, maximizing conversion and engagement rates.
- Collaborated with technical teams to ensure accurate and timely implementation of app features.
- Advocated for the end-user at all stages of app development, balancing business goals with customer-centric design principles.
- Maintained documentation of journey maps, user insights, and testing outcomes to ensure knowledge sharing and alignment across teams.

User Experience & Technical Operations Coordinator - Whish Money

Lebanon · Jun 2023 - Nov 2024

- Contributed to enhancing the visual identity of the Whish Money mobile app by updating core UI components such as the logo, icon, and button designs.
- Wrote and maintained clear documentation for each financial service in the app for both internal teams and end-users.

- Provided technical support coordination related to API integration and service functionality, reviewing endpoint behaviors, verifying data flows, and collaborating with backend teams.
- Acted as a cross-functional liaison, translating technical details into user-friendly experiences.
- Assisted in testing, validating, and supporting existing users during design and functional updates.
- Participated in internal QA cycles, reporting interface bugs and suggesting improvements.
- Supported service scalability and user clarity by ensuring UI/UX updates and backend integrations worked hand-in-hand.

Ecommerce Specialist - TALACO

Beirut, Lebanon · Jun 2021 - Jun 2023

- Supported daily merchandising activities to enhance product presentation and optimize site layout.
- Added new products regularly and maintained the homepage to highlight promotions, events, and seasonal campaigns.
- Monitored the website daily to identify and resolve errors promptly, ensuring seamless site performance.
- Optimized SEO for product pages and overall site content to improve search rankings and visibility.
- Used Google Analytics to track user behavior and inform strategic decisions.
- Managed talaco.net directly, contributing to a 43% increase in online sales during the first quarter.
- Created and maintained the e-commerce budget, developed marketing strategies, and executed promotional plans.
- Designed and implemented strategies to grow online presence across emerging digital channels.

Virgin Megastore Lebanon

Beirut, Lebanon · Nov 2015 - Jun 2021 · 5 yrs 8 mos

Duty Manager - May 2019 - Jun 2021

- Calculated daily team targets and tracked outputs.
- Communicated with head office on store and staff updates.
- Monitored and supervised staff performance; prepared daily schedules.
- Resolved customer-service and repair escalations.

Covering Duty Manager - Feb 2019 - Apr 2019

- Assisted in managing the whole store across all departments.
- Daily sales calculations and cash/ticketing prep.
- Led the team toward sales targets; trained on cross-department coverage (cash, ticketing, boutique, books, music DVDs).

Senior Sales - Feb 2017 - Mar 2019

- Prepared daily, weekly, and monthly records for purchases, sales, and stocks.

- Managed inter-branch replenishments.
- Handled customer queries by email and phone.
- Trained the multimedia team and led display, customer-service, and sales-experience standards.

Junior Sales - Nov 2015 - Jan 2017

- Interacted with walk-in customers and recommended products.
- Maintained daily displays for existing and incoming stock.

LANGUAGES

- Arabic - Native
- English - Native
- French - Proficient

CERTIFICATION

- Google Ads - Certified

HOW THE AI WORK FITS IN

The AI engineering on this site is the natural evolution of a decade spent obsessing over user journeys, conversion, and operational reality. Every system in the projects gallery was built to solve a problem I had personally seen in e-commerce, merchandising, or operations workflows. That is why they are governance-aware (proposals, never silent overwrites), grounded in real catalog data, and ship with operator UIs that real teams can actually use.

SELECTED PROJECTS

Full interactive gallery with technical details at eliesergetannous.com.

Featured AI projects

- **Marketing Intelligence Dashboard.** Enterprise marketing analytics platform with real-time dashboards, OpenAI-powered insights via the Vercel AI SDK, and one-click PPTX stakeholder reporting. (AI, LLM, analytics, full-stack)
- **Product Data Enrichment Dashboard.** AI-assisted product enrichment pipeline with confidence scoring, source-tracked LLM proposals, and a queue-based architecture that never silently overwrites master data. (AI, LLM, automation, full-stack)
- **AI SEO Collection Optimizer.** Autonomous SEO content engine that captures Lebanese organic search demand by generating high-confidence collection landing pages on a parallel VPS layer, grounded in Search Console signals, Shopify orders, and live catalog data, with a self-improving GSC measurement loop. (AI, LLM, SEO, full-stack)

Other projects

- **Wedding Management Dashboard.** All-in-one wedding planning platform centralizing budget, guest list, seating, vendors, timeline, and real-time collaboration. (full-stack, real-time, SaaS)
- **AQARY Real Estate Marketplace.** Verified real-estate marketplace for Lebanon, built mobile-first on Flutter and Firebase Cloud Functions. (mobile, marketplace, full-stack)
- **Multi-domain Data Mapping Tool.** Streamlit dashboard that maps source spreadsheets against a master classification workbook using a five-tier match strategy with rapidfuzz fuzzy

matching. (data, automation, Python)

- **E-commerce Delivery Performance Dashboard.** Multi-tenant logistics analytics platform merging Shopify orders with carrier delivery data across four stores, with regional SLA tracking and weighted operations scorecards. (full-stack, analytics, automation)
- **Dental Practice Platform.** React + Express dental practice management platform with patient records, scheduling, and reporting. (full-stack, healthcare)
- **Everly Digital.** Live marketing site selling wedding invitation packages, with WhatsApp lead capture and an automated template-screenshot pipeline. (Next.js, marketing, full-stack)
- **Enterprise HR System Specification.** 300-page operating-model specification covering 30 modules, 28 workflows, 84 reports, and an 18-month phased implementation roadmap. (architecture, strategy, enterprise)
- **HR Management System (Implementation).** Working Next.js + NextAuth + Prisma implementation of the HR specification, with role-based access, audit trails, and enterprise authentication. (full-stack, enterprise)
- **Linc Consulting Lead App.** Lead management app that uses the Anthropic Claude SDK to qualify, score, and route incoming consulting leads. (AI, LLM, automation, full-stack)
- **Product Information Management Platform.** Production-grade PIM with integrated DAM, brand-specific rules, channel validation, and AI-ready enrichment that proposes - never silently overwrites. (AI, data, governance, full-stack)
- **Internal Tools Portal.** Single-domain landing portal that links and brands the entire suite of internal tools, deployed on a hardened VPS with TLS automation. (full-stack)
- **Internal Project Management Tool.** Express + JWT-secured PM tool with rate limiting, security headers, and Playwright smoke coverage. (full-stack, automation)
- **Scheduled Order Sync Automation.** GitHub Actions-driven Python pipeline that syncs e-commerce export files into team Google Sheets twice daily with deduplication and structured status columns. (automation, Python)
- **University Super App.** Multi-tenant Flutter + Firebase platform for students, teachers, parents, and staff with role-based dashboards, offline support, and configurable per-university branding. (mobile, multi-tenant, full-stack)
- **Weather App.** Cross-platform Expo weather app on iOS, Android, and web with location-aware forecasts. (mobile)

AI / ML

- LLMs in production: Claude Sonnet 4 / 4.6, GPT-4 / 4o family
- SDKs: @anthropic-ai/sdk, OpenAI SDK, Vercel AI SDK
- Patterns: RAG over markdown and structured docs, structured-output prompting, streaming UX, agentic workflows, tool use, MCP-aware design
- Pipelines: BullMQ + Redis for asynchronous AI jobs; provider-agnostic abstractions for swappable models
- Governance: propose-only enrichment, confidence scoring, source attribution, audit trails

UX & PRODUCT

- Customer journey mapping and analysis (10 years across retail, fintech, grocery)

- Usability testing and qualitative research
- Persona and journey scenario design
- Web and app analytics (Google Analytics)
- Conversion rate optimization
- Cross-functional facilitation between business, design, and engineering
- Documentation that humans actually read

FULL-STACK

- Frontend: Next.js 14-16, React 19, TypeScript, Tailwind, shadcn/ui, Framer Motion, TanStack Query / Table
- Backend: Node.js, Express, tRPC, Prisma, Drizzle, NextAuth / Auth.js, JWT, RBAC, BullMQ
- Data: PostgreSQL, Redis, IndexedDB, Firebase Firestore

MOBILE

- Flutter (Riverpod, GoRouter, clean architecture, Hive, Firebase)
- React Native / Expo

AUTOMATION & DATA

- Python, Streamlit, pandas, rapidfuzz
- GitHub Actions scheduled pipelines
- Google Workspace API automation
- ETL with normalize-and-merge patterns

E-COMMERCE & OPERATIONS

- Shopify Storefront API
- Catalog management, PIM, DAM
- SEO (on-page, content, technical)
- Multi-store, multi-region operations
- Carrier integration and SLA modeling

INFRA & DEPLOY

- Railway, Vercel, Hostinger VPS (PM2, Nginx, Let's Encrypt)
- Docker, standalone Next.js builds
- Playwright e2e

LANGUAGES

- English, Arabic, French