



Mary Sayej

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PROFILE

Display a natural passion for marketing, brand building, brand communication. Skilled at understanding client needs and subsequently delivering innovative strategies that are cost effective. Demonstrate a keen approach to presenting a positive can-do attitude and a calm, professional demeanor while working within marketing/brand orientated environments.

KEY SKILLS & EXPERTISE

- **Creative Direction:** Expert in creating and leading marketing strategies focusing on innovation, creativity and brand building. Displays a natural passion for brand communication.
- **Planning:** High level of analytical, organizational skills and attention to detail ensuring the job is completed in a timely manner.
- **Integrated Marketing:** Have a natural flair for enhancing Brand Experience through different channels. Experience in managing and implementing campaigns using a thorough understanding of Client Servicing, Public Relations, Branding, Events Planning, Advertising and Social Media.
- **Internal Communication:** Exceptional people and relationship management skills. Full capability to communicate across all mediums with members of the team, higher management, suppliers and agencies.
- **Corporate communication:** Expert in developing and communicating corporate messaging across different channels ensuring brand guidelines are followed.
- **ICT Skills:** Well versed in the use of MS Office packages as well as Photoshop, HTML Mailers, CMS, MODEX and SITEFINITIY. Displays excellent computer literacy whilst learning new systems.

ACHEIVEMENTS/ACCOMPLISHMENTS

- Worked on the successful re-brand of Abu Dhabi Commercial Bank from receiving initial project brief through to sign off.
- Promoted from Account Manager to the role of Marketing & Communications Assistant Manager working at STARTJG, Dubai
- Instrumental in setting up a marketing department from scratch working at SOCIALEYEZ and subsequently developing the brand.
- Successfully organized annual corporate events for high level clients including Google, Volvo and supervised the Seha Abu Dhabi awareness campaign, which motivated Emirati students to enroll in the Medical Field.

PROFESSIONAL EXPERIENCE

Freelance Artist

Food Styling and Photography

- Commissioned by Tribeca Restaurant Dubai, Abedlli Terraces Lebanon and S61 Lounge Amman to style and photograph their food and drinks menu.

Painting: Abstract and mix media artist

- Took place in two solo exhibitions in Amman.
- Work on commissioned artwork in Dubai, Lebanon and Jordan

Jun 2016 – Sep 2017 Joelle Mardinian Group**Group Marketing Manager**

Joelle Group is a leading beauty business in the Arab world, a successful multi conglomerate with businesses in clinical and cosmetic beauty through Maison de Joelle, Clinica Joelle and Joelle Paris.

www.clinicajoelle.com/ www.maisondejoelle.com/ www.joelleparis.com/

Responsibilities:

- Develop and implement marketing and brand communication strategies across the group.
- Overseeing the implementation of all brand communication.
- Build social media strategies and create social content calendar.
- Accountability for brand management, corporate identity and corporate messaging.
- Coordinates with PR agencies to ensure maximum coverage and qualitative interviews.
- Lead the production of marketing materials, including leaflets, brochures, advertisements and media kits, ensuring all materials follow strict brand guidelines.
- Manage and plan product launches and events.
- Sourcing successful collaborations with brands and Joelle Mardinian.
- Work with the sales team to build sales promotions and product communication for Joelle Paris.
- Collaborate with the sales team to turn selling stories into sales tools to effectively present Joelle Paris.

Oct 2015 – May 2016**SOCIALEYEZ****Marketing Manager****Responsibilities:**

- Formulate a marketing strategy to incorporate Public Relations, corporate identity and brand communication accountability for brand management and corporate identity.
- Build social media plans, thought leadership campaigns and maintain social media presence.
- Manage company's website content, design and user experience.
- Build rapport with agency stakeholders as well as outside agencies in order to deliver internal/external brand communication.
- Develop clear and achievable project objectives encompassing deliverables in budget, schedule, product offering and brand differentiator.
- Arrange corporate and social events and sourcing speaking opportunities.
- Manage and maintain lead generation campaigns.
- Design and generate content for email marketing campaigns.
- Build brand awareness through key media channels.

Jun 2013 – May 2015 Start Design**Marketing & Communications Assistant Manager****Responsibilities:**

- Create and maintain effective marketing and corporate communication strategies ensuring brand guidelines are followed.
- Ensured marketing activities are in line with brand expectations, that includes the production of marketing material such as leaflets, brochures, advertisements and

- media kits.
- Managed external and internal stakeholder, this include designers, production managers and printing houses ensuring all marketing materials follow the brand guidelines and are delivered on timely manner.
- Identify public speaking opportunities and events sponsorship.
- Design and deliver social media engagement plans.
- Source advertising opportunities and press releases in key publications.

Account Manager - Branding

Responsibilities:

- Managed brand strategy execution.
- Liaise between key stakeholders, strategy and creative teams to ensure material delivery in a timely manner and up to client expectations.
- Managed internal and external communication.
- Delivered appropriate marketing and internal communication materials.
- Review, assess and proof read all marketing and communication material.

Jul 2012 – May 2013 Entourage Marketing and Events, Dubai Senior Account Executive

Responsibilities:

- Assisted with the organization of corporate events for high clients such as Google and Volvo.
- Liaise between the client and the creative team to deliver marketing campaigns, brand activation concept /execution and corporate events.

Apr 2010 – Jan 2011 TBWA, Beirut Account Executive

Responsibilities:

- Developed marketing campaigns encompassing budget and project brief.
- Monitored project progress to ensure that any problems are resolved to that delivery is not impacted.

EDUCATION

BA Marketing & Advertising
American university of Science and Technology, Beirut, 2011

High School Diploma
National Orthodox School, Amman, 2002

PERSONAL DETAILS

Date of Birth: July 7th 1984
Marital Status: Married
Languages: English – Fluent, Arabic – Fluent