

Samer Bechara

Marketing Expert



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WORK EXPERIENCE

Marketing & Communication Executive dipndip Chocolate Cafe

06/2017 – Present

Beirut, Lebanon

Achievements/Tasks

- Develop yearly marketing plan that matches company strategy and objectives
- Implement and evaluate BTL, ATL and digital marketing activities to increase sales
- Create agency briefs to ensure the best illustration of creative content
- Develop food promotions calendar, marketing activities & initiatives in association with innovation and global team
- Handle all events and catering from planing till execution
- Manage and monitor customer care department to ensure best customer experience
- Perform benchmarking while maintaining high business intelligence over competition

Sales & Marketing Manager CREPAWAY Holding

08/2014 – 05/2017

Jounieh, Lebanon

Leading in F&B Industry

Tasks/Achievements

- Market Crepaway products, services, activities and innovations
- Develop food promotions calendar in association with partners & sponsors leading to an increase in sales and customer value
- Maximize Crepaway sales by continuously upgrading sales team, products & services
- Analyze sales and break it down into comprehensive reports
- Develop & implement marketing strategy and tools aiming at fulfilling set objectives
- Creation, setup, planning & execution of Crepaway events and activities
- Perform benchmarking while maintaining high business intelligence over competition
- Propose developments & product innovations according to market needs
- Assist in menu engineering to update recipes and prices
- Generate and analyze PLU & Sales reports on monthly basis ,Follow-up sales with operations - Support loyalty division - Monitor and increase market share

Brand Manager Galler Chocolates International

02/2012 – 07/2014

Jeddah, KSA

Belgium based company, chocolate manufacturer

Tasks/Achievements

- Handle GALLER brand in 6 regions around KSA
- Launch and Control Galler Chocolates in 70 Key Accounts in the Kingdom
- Manage to amplify GALLER Market share from 4% to 7% in Category
- Successfully increase the number of new customers by 50% in a year
- Provide 20% of brand Awareness in 2012 and 40% in 2013

EDUCATION

Bachelor in Business Administration / Marketing University Saint-Esprit Kaslik / Kaslik, Lebanon

02/2008 – 01/2012

GPA: 76/100

SKILLS & COMPETENCIES

Microsoft Applications

Strategic Planing

Marketing Research

Brand Management

Marketing Intelligence

Digital Marketing

Presentation Skills

Marketing Planning

Team Management

Social Media

Media Planing

Communication

PERSONAL PROJECTS

Marketing Consultant (05/2018 – Present)

- The Host
- Track Diet Center
- Hedgehog

WORKSHOPS/TRAINING

F&B Development (06/2015)

Crepaway SAL

Strategic Marketing & Brand Positioning
(05/2012)

Galler Chocolatier Belgium

Body Language Workshop (09/2014)

JKCCI Coaching

Communication Technics & CRM (10/2011)

ICTN

LANGUAGES

English



French



Arabic



INTERESTS

Traveling

Surfing Market Trends

Personal Fitness and Sports

Acting