



# LARA DANIEL

(Marketing & Communication Director)

## SNAP SHOT PROFILE

A seasoned and multiple award-winning marketing professional, offering 17 years of rich career history with over 10 years in driving market share, brand recognition and revenue generation through strategic online and offline marketing, communication and PR initiatives.

Brand architect, articulating Organization's desired image and position through innovative & growth propelling programs. Defined and drove insight based marketing strategy roadmaps as well as handled budgets for local and international brands across diverse sectors in the region.

Strong media and influencer's relationship while driving the company's Press Club activities, events and seasonal activations. A protector of the hotels reputation and crisis management & protocol.

Hands-on expertise in managing NGO collaborations and corporate social responsibilities. Endeavouring to serve as catalyst for social change/ action.

Seeking a key executive position with a dynamic organization to leverage extensive managerial experience and industry savvy to deliver stellar results.

## CAREER ACCOMPLISHMENTS

### Rotana Hotels - Beirut, Lebanon

- Successfully launched a turnkey area marketing & communications office in Lebanon in 2009, flagship Erbil Rotana in 2011 and Kin Plaza Arjaan by Rotana in Congo in 2016. Played a pivoting role in the new hotels opening including the flagship ART Rotana Amwaj Islands in Bahrain's food & beverages outlets in 2015.
- Re-branded hotel name from Hazmieh to Tamar Rotana. Revitalized the brand to create a vibrant new identity by refurbishing strategic brand vision, plan & roadmap in the market.
- Key Member of the Revenue Team, facilitated growth of fair market share year on year via Rotana online and restaurants loyalty & promotions. Proffered strategic leadership resultant successfully doubled corporate & B2B loyalty program members in Lebanon in 2014.
- Accredited with numerous awards including
  - PR person of the year award for leading the company's press clippings quantity and value of media coverage amongst 40 Rotana hotels in the region, 2014.
  - PR Stunt award for yearlong Elderly project under Corporate Social Responsibility in 2013.
  - Top 3rd best year end festive campaign for 2011 among 35 Rotana hotels.
  - Best Hotel on Social Media award based on rebranding of Tamar Rotana campaign, 2012 among 40 + Rotana hotels.
  - Enabled the hotel secure awards & recognition at the World Travel Hotel Awards & World Luxury Travel Awards for consecutive years.

### Publicis Graphics Dialog, Dubai, UAE

- Efficaciously managed a full fledge BTL sub-agency, oversaw development of the strategic BTL plans and reported to the Managing Director. Created effective client product launch supported by radio, print & POS material in the GCC.
- Boosted agency revenue by guaranteeing ATL and BTL support for high-end clients. Instrumental in augmenting client results such as subscription & conversion in the market.
- Client bestowed with Certificate of appreciation for the successful photo shooting of Al Islami 2010 campaign.
- Hand-selected to manage key accounts including HP, Tatweer, Garnier, Gerry Weber, Nestle Pure Life waters, Ferrero, United Biscuits and Al Islami Foods.

### TD&A DDB Worldwide, Dubai, UAE

- Instrument in enhancing client identity in the UAE market. Authored solid strategic plans to maximize brand potential through in-store, and consumer based market activations.
- Identified key marketing opportunities, ensured that campaigns run to deadline, on budget and in-line with client's objectives & business plan.
- Key clients to credit- Dell, Sun Rice, Johnson & Johnson.

## QUALIFICATIONS:

**B.S in General Business and Management**, Excelsior College, University of the State of New York, Lebanese American University, Beirut, Lebanon, 2003

## CORE AREAS OF EXPERTISE:

- Marketing Champion
- Communication & PR Management
- Executive Vision & Direction
- Brand & Reputation Optimization
- P&L Management
- Customer & Loyalty Relationship Development
- Integrated Media Planning
- BTL
- Client Servicing
- Business Development
- Key Account Management
- Market Research and Analysis
- Events and Promotional Activities
- Team Management
- Agency/ Vendor Management
- Cohesive Leadership
- Social Media
- Digital Marketing

## LANGUAGES:

- Arabic - native
- English - fluent
- French - fair

## PERSONAL INFORMATION:

- Nationality: Lebanese
- Date of Birth: 1st January 1982
- Current Location: Beirut, Lebanon

## CONTACT DETAILS:

- Mobile: +961-71- 258582
- E-mail: laradaniel@yahoo.com

TRAININGS & CERTIFICATIONS:

Workshops & Activities:

- LAU Student Honor Society/ LAU Student Representative/ LAU Student Choir 1999 - 2003
- UNESCO Club for Universities - Conflict Resolution, 2002
- ESCWA workshop on Youth & Governance- Model United Nations conference, 2003
- Lebanese Red Cross- LAU youth, 1999
- Viral Marketing and Digital Marketing online courses with Shaw Academy, 2017
- Photoshop basics online course with Teacher bird, 2017
- Fundamentals of Photography, Nikon School, 2015
- Digital Marketing, online course with EduPristine, 2016
- Marketing Foods Forum IIR, 2007
- Padi Certificate, 2006
- Theatre workshop, 2004

At Rotana Hotels

- Marathon & Hospitality relay race, 2009 - 2017
- Global Hospitality Marketing Trends: Profits from Change - School of Hotel Administration, Cornell University Prof Chekitan University, 2015
- Y.U.P for The Lateral Thinking Seminar, 2014
- Interviewing and Selection Skills Program, 2013
- Corporate MarCom workshops 2015, 2013,2011, 2010
- Inspire LIFE, 2011
- Tamayyaz for the MBTI & Team building, 2011
- I'm Rotana program (Rotana service philosophy), 2011
- Dr. Edward de Bono's Lateral Thinking (Tm) course, 2010
- Annual Performance & Development Reviews, 2010

At InterContinental Dubai

- Group and Individual Training Certificate, 2008
- Competency Based Interviewing Skills, May 2007
- Leading with NLP, Claviga Dvpt. & Training, 2004 & 2005

At InterContinental Phoenicia

- S.T.E.P.S Academy, pilot project at InterContinental Phoenicia Beirut to develop supervisors to managers, 2004
- Service Leadership, 2002

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OVERVIEW OF KEY EXPERTISE DOMAINS

Marketing and Communication Strategy Champion

- Designing/ owning marketing and communication strategy in line with the market dynamics, demand and business mix. Building an effective thought leadership presence in the area while driving/directing PR engagement. Reporting to the Area Vice President and the Corporate Vice President Marketing.
- Instrumental in propelling brand awareness, PR and revenue for Kin Plaza Arjaan in Congo along with the Lebanon properties. Shouldering onus for Rotana online revenue management.
- Driving the social media strategy, initiating social media pages & bloggers contact and growing the fan base and hotels database through tactical activities and initiatives.

Account Management

- Conceptualizing, planning and executing marketing programs, formulating strategies to drive business and capture virgin/ competitor markets in alignment with client’s organizational objectives and profit motives.
- Spearheading promotional activities to include in-store & on-pack promotions, product launches & re-launches. Commanding direct marketing activities to include door-to-door and direct post & online mailing.
- Supervising major exhibition/events for clients to include Gulf Food exhibition, Gitex and client roadshows in the GCC.
- Sourcing and negotiating deals for client promotional activities to include media planning, municipality approvals, promotional campaign material and production.

Customer & Stakeholder Engagement

- Fostering key stakeholder relationships to ensure maximum effectiveness & cooperation with colleagues, partners, potential clients, local communities and Government Officials.
- Creating & implementing new & innovative CSR concepts/ideas/plans, reaching out to the public via marketing to deliver message of the company’s commitment to social responsibility.

Assorted Responsibilities

- Establishing annual budget while controlling & managing monthly P&L & quarter forecasting.
- Auditing brand standards and strict implementation across all hotel brands and adaptations while ensuring the right brand positioning across the area.

PROFESSIONAL HISTORY:

Area Director of Marketing & Communication	October 2009 - Present
Rotana Hotels - Beirut, Lebanon	
Account Manager	April 2008 - September 2009
Publicis Graphics Dialog, Dubai, UAE	
Account Executive	September 2007 - May 2008
TD&A DDB Worldwide, Dubai, UAE	
Account Executive	July 2006 - September 2007
Dunes, Dubai, UAE	
Sales Executive	January 2000 - August 2006
Kitchens and Beyond Galadari Group, Dubai, UAE	
Guest Relations & Club InterContinental Manager	September 2004 - February 2006
InterContinental Dubai	
InterContinental Phoenicia, Beirut, Lebanon	February 2000 - September 2004
Designation Chronology:	
February 2004 - September 2004: Front Office Departmental Trainer	
February 2002 - February 2004: Guest Relations Supervisor	
February 2001 - February 2002: Guest Relations Agent	
February 2000 - February 2001: Front Office agent & Pre-opening team	
Student Office Assistant	September 2000 - February 2004
Lebanese American University, Beirut, Lebanon	