

# JENNIFER JOSEPH GHRAICHY

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## FOCUS OF INTEREST: MARKETING & COMMUNICATION COORDINATOR

High-level understanding of Corporate Branding Strategy, Brand Marketing, Digital & Social Media Marketing Strategies, e-Marketing, Graphic Design, Art Direction & Photography  
Accompanied with proactive coordination, multi-tasking, communication and problem-solving skills

## IMMEDIATE VALUE OFFERED

- Marketing Strategy Direction
- New Product Development & Launching
- Creative Project Management
- Social Media Platform Management
- Market Share Expansion & Penetration
- Brand Awareness & Identity

## CORE COMPETENCIES

- **Marketing Strategies Oversight:** Knowledge of offline & digital marketing fundamentals, social media platforms (e.g.: Facebook, Instagram & LinkedIn) planning and strategy execution.
- **Art Direction Management:** Talent for Providing Props and Shooting details for Directors, Experience in Food Styling & Stop Motion Videos.
- **Business Development:**
  - Well-versed in generating new business, designed to accelerate profit growth and market expansion. Distinguished for growing business revenue.
  - Skilful development and management of customer relationships.
- **Graphic Design:** Knowledge in Photoshop & Illustrator.

## EDUCATION BACKGROUND & PROFESSIONAL DEVELOPMENT

- **Master 2 in Corporate Communication;** Lebanese University – Faculty of Information II
- **Master 1 in Public Relations and Marketing;** Lebanese University – Faculty of Information II
- **Bachelor in Public Relations & Advertising;** Lebanese University – Faculty of Information II

*Certifications: One National Identity Permanent Peace Movement | Train the Trainer DPNA | Introduction to NLP | Active Citizen*

## CAREER PROGRESSION AND PERFORMANCE

**Marketing Coordinator** | Cream de la Crème - Beirut, Lebanon

*March 2018 – Current*

- Developing digital & offline marketing solutions.
- Photography direction and food styling.
- Social media account handling (i.e.: Facebook and Instagram) and content creation.
- Corporate events & private occasions planning & execution.
- Research and development for new trends in the catering field.
- Creation of high-end catering styles and concepts.
- Suppliers & client assistance.

### Art Direction & Styling | Freelancer

*October 2016-Current*

- Detail-oriented with a wide vision of the bigger picture.
- Stop motion video conceptualization & implementation
- Food styling and table setups.

### Social & Digital Media Strategist | Freelancer

*March 2017- Current*

- Understanding the Brand Positioning and Targeting Requirements
- Developing full digital marketing strategies over the main social media platforms (e.g.: Facebook, Instagram, etc.)
- Content Planning, Creation & Development.

## ADDITIONAL EMPLOYMENT HISTORY

- **Client Servicing Executive;** Cream de la crème (2016 – 2018)
- **Account Servicing;** Leo Digital Press SAL (2014–2016)