



Regina About Shakra

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Experience

Head of Marketing & Communications | Digital Specialist

Company : NymCard

Date: Apr 2019 – Present

Location: Beirut/Abu Dhabi, United Arab Emirates

NymCard is a modern cloud-based card issuing and processing platform enabling the next generation of payments in the MENA region.

- Prepare and manage monthly, quarterly and annual budgets for the Marketing department
- Develop & manage various product marketing initiatives inclusive of consumer case studies, client pitches, UI/UX client app flows, product videos, UI/UX website & content, and much more.
- Conduct own market analyses that is presented to the CEO during deliberations on product pricing, product messaging, product development, etc that will optimize the product's sales and business revenue.
- Identify opportunities to reach new market segments and expand market share
- Responsible for the product's positioning and messaging according to the consumers' needs and behaviors.
- Assure product competitive edge and understand the current competitive situation at all times.
- Maximize the strengths of every marketing and communication channel in the process in order to raise product awareness in the market.
- Work with other product directors, product management, UI/UX Designers, and sales teams in the formulation of optimal pricing strategies, models, product education approaches, product solution creation, and execution of competitive counter-tactics.
- Direct coordination with the CEO & CCO to discuss final reports, analyses, and findings.
- Experience in the creation and execution of highly detailed go-to product market plans.
- Craft product messaging that resonates and connects with the diverse demographics of the business's consumers to direct activities and performances of the product marketing department.
- Present complex material both to technical teams as well as to consumers in a way that relates to each audience.

Marketing Director | Digital Specialist

Company: RJ Group Holding

Lahoya Hotels, Sigma Gaz , Jaber Group Real Estate & Champs Gym

Dates: Apr 2017 – Apr 2019

Location: Beirut, Lebanon

- Managing all marketing activities including creation and publication of all ATL, BTL and digital communication, B2B partnerships, events & PR.
- Developing Marketing strategy for the companies in line with company objectives.
- Planning and creating Marketing calendars in alignment with campaigns/promotions.

- Responsible for brand management and corporate identity.
- Overseeing UI/UX updates relevant to marketing.
- Monitoring and reporting campaign results and improving website traffic, conversion rates...
- Maintaining effective communication to ensure that all relevant company functions are kept informed of marketing objectives and related responsibilities.
- Monitoring, listening and responding to consumer comments and posts across all social media and online booking platforms in order to add value to the user's experience.
- Conducting extensive market research studies.
- Working with the sales department to develop pricing strategies in order to maximize profits and market share while maintaining customer satisfaction.
- Designing, building & maintaining digital marketing campaigns and visuals, including web, SEO/SEM, email, social media, Google Ads etc...
- Copywriting/content creation for all marketing material.
- Measuring the performance of all digital marketing campaigns.
- Identifying trends and insights to optimize spending and performance.
- Identifying new trends in digital marketing, evaluating emerging technologies and ensuring the brand is at the forefront of industry developments, particularly those targeting mobile marketing.

Senior Digital Marketing Executive | Aviation & Aerospace

Company: AviMall

Dates: Feb 2016 – Jan 2017

Location: Lebanon/Zürich Area, Switzerland

Marketing Manager

Company: Zee Rucci Ltd

Wholesale manufacturers & sellers for men/women jeans in Lebanon & China

Dates: Mar 2011 – Jan 2016

Location: Lebanon/Guangzhou City, Guangdong, China

MIT(Manager In Training)- Max Mara

Company: Azadea Group

Dates: Feb 2011

Location: Lebanon

Marketing Brand Coordinator

Company: Hands-on Management Services

Restaurants(Falamanki, Sushi Bar, The Jasmine room, Sushi Express, The Jasmine Room(City Mall)

Dates: Jun 2010 – Jan 2011

Location: Lebanon

Special Editor

Company: The General Manager Magazine

Dates: Nov 2009 – Jan 2011

Location: Lebanon

Media-Training

Company: Leo Burnett

Dates: Dec 2009 – Jan 2010

Location: Lebanon

Communication & P.R. Coordinator

Company: The Sultan Center

Dates: Apr 2009 – Jun 2009

Location: Kuwait

Fransabank SAL- Internship

Company: Fransabank SAL

Dates: un 2007 – Jul 2007

Location: Lebanon



Education

American University of Beirut -> 2004 -2008

Bachelor in Business Administration

Emphasis in Marketing

American International School of Kuwait -> 2000 -2004

High School Diploma

IB Certificate



Skills

Illustrator, Photoshop, In-design, Premiere Pro, Filmora, Jira, WordPress, Mautic, Zeplin, Sketch, Overflow, Microsoft Office, Google (Sheets, Docs, Slides), Web Analytics, Kibana, Firebase...



Languages

Fluent in English and Arabic

