



Beirut, Lebanon
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MOHAMAD RHAYMI

SUMMARY

Creative and business-minded Marketing & Communication professional with 10 years of experience across a broad range of management functions in various divisions (Marketing & PR, Multidisciplinary Design, Operation & Maintenance) in Solidere s.a.l The Lebanese Company for the Development and Reconstruction of Beirut Central District., including Beirut Souks the premier shopping and leisure destination at the heart of Beirut.

Well organized, Multitasker, Energetic and Hard Worker.

Areas of expertise

Project management – CRM specialist - Events planning & execution – Account management- Business development - Corporate communication - Logistics management – Printing production

PROFESSIONAL WORK HISTORY & ACHIEVEMENTS

MARKETING & COMMUNICATION COORDINATOR – MARKETING DIVISION

Solidere s.a.l - Beirut District, Lebanon

JAN 2017 - APR 2019

- Coordination of Events & Advertising between third parties and government (ex: Beirut Musical Holidays, BIAF annual ceremony, Shops opening event, promotional events, etc...)
- Negotiating/Publishing contracts with vendors and event's organizers
- Negotiating pricing and fees, while ensuring the progression and enhancement of services
- Initializing corporate communication within managerial levels
- Implementation of events layouts
- Execution of occasional decoration of Beirut Souks shopping and leisure center
- Creating financial transaction reports with exposure to finance/corporate development
- Processing improvement of communication with the Governmental/Public sector correspondence
- Account management of Payables/Receivables
- Printing/Visuals consultation (Muppies, LCDs, Giant panels)

Achievements

- Double-up revenues from events and promotional activation in Beirut Souks
- Contribution in the progress of loyalty program and business development of Beirut Souks Gift Card

- Accomplished research for corporate/ individual offers
- Established a work hierarchy for every project that ensures smooth accomplishment
- Groundwork of lots/lands that turned eventually first destination in town for festivals and tremendous events

ADMINISTRATOR - MULTIDISCIPLINARY DESIGN DEPARTMENT

Solidere s.a.l - Beirut District, Lebanon

JAN 2012 - DEC 2016

- Production of corporate annual report
- Managing marketing and distribution of the business cultural project "Portal 9 journal"
- Maintaining and implementing office logistics, budgets, and events
- Execution of department's events (Occasional Flower Market, Art Exhibitions, Launching events of Portal 9 journal, etc.)
- Managing communication and transaction with suppliers

Achievements

- Reddot Design Awards in Germany - Best Of The Best 2013 prize winners
- German Design Award in Germany - Gold prize 2014
- Ending-up Portal 9 journal at worldwide bookstores

TECHNICAL OPERATOR - OPERATION & MAINTENANCE DIVISION

Solidere s.a.l - Beirut District, Lebanon

JAN 2009 - DEC 2011

- Supervision of projects development in cooperation with the department head
- Schedule and control the security team duties, tasks and reports
- Ensure prompt maintenance for firefighting equipment, Extinguishers, total flooding system of residential and technical areas

VP BUSINESS OPERATIONS

Spring construction s.a.l – Bshamoun, Industrial Zone – Lebanon

Jan 2015 – Jun 2017

- Tracking all aspects of operation over 36 under-construction and complete projects
- Strategic Consulting, including business plan & sales strategy development

Achievements

- Creating a Portfolio of 48 pages describing the history of Spring Construction including photography, content write-up and layout design
- Developing the brand identity through publishing new business cards, stationary, letterheads, and website

EDUCATION

MBA – LEBANESE INTERNATIONAL UNIVERSITY (LIU)

2009/2011

Master in Business Administration – Management

BA – ISLAMIC UNIVERSITY IN BEIRUT

2004/2008

Business Administration & Management

LANGUAGES

ENGLISH - ARABIC

Fluent

FRENCH

Intermediate