



REGINA ABOUT SHAKRA

Phone :: +961 71 138 264

Email :: regina.sb72@gmail.com

Address :: Beirut, Lebanon

EXPERIENCE

April 2017 - Current

MARKETING DIRECTOR

**RJ Group Holding (Lahoya Hotels, Sigma Cylinders, Jaber Group Real Estate & Champs Gym)
Beirut**

- *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.***

Feb 2016 - Feb 2017

SENIOR MARKETING EXECUTIVE

AviMall(Worldwide Aviation Company)

Beirut

- *Responsible for developing key marketing strategies that build brand recognition and drive differentiation for AviMall.*
- *Created and published all marketing material in line with marketing plans.*
- *Lead strategic and creative development of direct acquisition campaigns.*
- *Redesigned the company website.*
- *Responsible for planning and budgeting of all marketing activities.*
- *Managed online brand and product campaigns to raise brand awareness.*

March 2011 - Jan 2016

MARKETING MANAGER

ZEE RUCCI LTD (Wholesale/Retail Company)

Guangzhou/Choueifat

- *Developed marketing and advertising campaigns (ATL & BTL Strategies).*
- *Managed the production of marketing material, including leaflets posters, flyers & newsletters.*
- *Coordinated with UNHCR representative to provide clothing for the Syrian Refugees.*
- *Designed a new business proposal for a home accessories business.*
- *Traveled to China (Guangzhou & Yiwu) to purchase items for the store.*
- *Managed social media for the home accessories business (Blue Magik Designs).*

Jun 2010 - Jan 2011

MARKETING COORDINATOR

HandsOn Management Services (Falamanki, Sushi Bar, The Jasmine Room & Sushi Express)

Beirut

Nov. 2009 - Jan 2011

SPECIAL EDITOR (PART TIME)

Brain Power (The General Manager Magazine)

Beirut

March 2009

PROJECT DESIGNER

Varsity Sports Magazine

Kuwait

Dec 2009

INTERNSHIP

Leo Burnett

Beirut

April - June 2009

MARKETING COORDINATOR

TSC Supermarket Chain

Kuwait

June - July 2007

INTERNSHIP

Fransabank

Beirut

EDUCATION

American University of Beirut

Bachelor in Business
Emphasis in Marketing and
Advertisement
2004 -2008

American International School of Kuwait

High School Diploma
2000-2004

LANGUAGES

*Fluent in spoken and written
Arabic & English*

SKILLS

Photoshop
Illustrator
InDesign
Premier Pro
Filmora
Word Press
Web Analytics
Microsoft: Word, Excel,
PowerPoint
& Outlook
Final Cut Pro
SPSS