

Management / Marketing / Business Development

Accomplished & results focused management professional with over 14 years of experience in managing marketing & business development operations including major projects across diverse roles in the organizational hierarchy. Distinguished for consistently accomplishing business and operational targets across different roles. Looking for a sustainable opportunity in a growing organization.

Expertise In

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|--------------------------------|--------------------------|-------------------------|
| • Marketing | • Events / Exhibitions | • Strategic Planning |
| • Content Creation/Copywriting | • Digital Transformation | • Process Reengineering |
| • Brand Management | • Business Development | • Resource Optimization |
| • Advertising/PR/Media | • P&L Management | • Finance/HR/Accounting |

Professional Experience

(Project) **Compagno Marketing Agency - Lebanon**
Marketing & Communication Consultant

Sep 2017 – Present

Highlights:

- Provide marketing consulting & management services in the areas of: marketing strategy, brand creation, branding, public relations, advertising, online/offline marketing and communication advisory to a variety of clients.
- Sectors serviced: real estate, building material manufacturers, health, F&B, municipalities, NGOs.

(Project) **OSMA Cosmetics & Laboratories – UAE**
Acting Deputy General Manager

Jan 2017 – July 2017

Highlights:

- Worked on putting together a sales & marketing strategy, brand assessment, rebranding exercise and marketing program to improve company reach and profitability
- Worked on restructuring multiple functions within the organization that included sales, marketing, IT, HR, and accounting
- Identified needs of ERP/CRM to the organization, and drove the project for procuring and implementing an ERP/CRM system in the organization as per assessed organizational and departmental requirements

(Job) **Q-Gourmet, Dubai - UAE**
Group Head of Marketing & PR

Dec 2015 – Dec 2016

Enterprise Impact:

- Profitably managed 18% revenue growth by managing direct and indirect marketing/sales across UAE
- Lead a repositioning/rebranding exercise and streamlined communication across different touchpoints

Highlights:

- Define/ implement strategies for retaining and enhancing market share by evaluating business opportunities, market potential, customer base for a major F&B investment group in UAE (more than 35 locations across UAE)
- Manage direct/indirect marketing & sales across UAE ensuring revenue growth, increasing brand awareness & market penetration
- Focus on developing re-branding, re-positioning & marketing strategies for four brands like Pizzaro, Leopold's of London, Burger Joint, Cayka (new concept)
- Work closely with product management team to define marketing materials and programs
- Develop & implement effective marketing plans utilizing innovative 360 degrees digital & traditional marketing

(Projects) **Consultancy Projects - Lebanon/UAE/Qatar**
Marketing Communication & Management Consultant

Mar 2013 – Nov 2015

Highlights:

- Provide professional advisory and consulting services in the areas of branding, marketing & sales strategies, creative marketing plans, customer experience, communications, market research as and when they are needed
- Service companies like **Servcorp** (multinational serviced offices), **Sakr Real Estate Development** (real estate developer), **Arabnet.me** (technology media, exhibition & conference), **Alphabet** (education), **Lebanese Contracting Company L.C.C** (contracting), **Chicolat** (chocolatier)

(Job) **Doha International Airport (DIA/NDIA) - Qatar**
Senior Marketing, Communication & Branding Manager

Jan 2012 – Jan 2013

Highlights:

- Spearhead team efforts in defining & implementing NDIA's (HIA) & DIA's overall online & offline marketing, branding, communications, public relations and events strategies including launch of new airport HIA
- Develop and deliver marketing and communication strategies, manage channels, events, briefings including feedback mechanisms in close-coordination with key stakeholders and divisional business units
- Monitor and enhance communication processes, vehicles and distribution methodologies to be efficient and more effective; implement them and measure their intended impact
- Focus on setting up improvement initiatives related to departmental policies, processes and methodologies to align with international standards
- Guide team members in drafting & calling for tenders to invite 3rd party suppliers for implementing various business objectives.

(Project) **GCC Transport & Railways Conference & Exhibition - Qatar**
Exhibition Manager

Sep 2010 - Dec 2011

Enterprise Impact:

- Distinguished for accomplishing 110% sales of exhibition space and sponsorship packages leading to significant enhancement in revenue generation

Highlights:

- Function as a manager of sales, marketing, finance, operation, suppliers, public relations and customer relationships aimed at seamless implementation of project
- Represent the organization in the public domain through networking and participating in market forums, and assist in external representation initiatives
- Prepare & implement exhibition costs & budgets as well as required communication material (press releases/conferences, website, sponsorship packages, exhibition manual, etc) for obtaining major sponsorships
- Conceptualize and develop sales campaigns to enhance sales and productivity
- Attract international, regional and local companies (such as Russia Rail, China Rail, Saudi Rail, Bombardier, Qatar Airways, etc) based on business & operational requirements

Highlights:

- Manage functions of marketing, advertising, PR, CRM, CSR, digital marketing & events functions for Lusail City (40 km2 city to accommodate up to 500,000 people)
- Manage offline marketing & online/social media for local and international campaigns
- Work closely with the company's sales team to support them meet their commercial objectives
- Drive and manage various sales & marketing events such as Lusail Sales Center, Lusail Fun Run, Marina Flooding Event, Marina hoarding & public introduction
- Function as point of contact for the media, public, government entities and internal community based on business and operational requirements

(Job) **Hyatt Plaza Mall - Qatar**

Jun 2007 – Jul 2009

Head of Marketing & Communication Department

Enterprise Impact:

- Accomplished 40% increase in overall mall traffic, 30% increase in tenant's sales figures
- Acknowledged for efficient setup of country level events including a circus and a 2 month summer festival

Highlights:

- Lead a team of 7 professionals in day to day marketing operations for a leading family shopping mall in Qatar
- Define & implement brand & marketing guidelines for enhancing brand awareness, mall traffic generation as well as tenant sales and rent value
- Prepare & implement budgets, annual marketing plans, yearly events calendar, strategy and financial performance indicators aimed at maintaining seamless operations
- Produce major events, media & exhibitions for driving traffic and enhancing organizational brand awareness across the target market segment in coordination with local and international agencies
- Manage the PR department and all content creation, copywriting and proofing activities.

Previous Jobs

Country Manager (promoted from BDM) | Air Miles Middle East May
Asst Marketing Manager | Saudi Binladin Group - Abraj Al Bait Project
Asst to commercial attaché of the embassy | Korean Embassy KOTRA
Asst Marketing Manager | BESTSELLER (Jack Jones & Vero Moda)

May 2005 – May 2007
Feb 2004 – Mar 2005
Jan 2003 – Jan 2004
Jun 1999 – Dec 2002

Academics

- **Business Bachelor Degree, double emphasis in Management & Marketing**, American University of Beirut (2004/5)

Professional Affiliation

- Progressing member of the Chartered Institute of Marketing (UK).
- Member in IABC (International Association of Business Communicators)
- Member in ICSC (International Council of Shopping Centers)
- Digital Marketing Certificate from Digital Marketing Institute