

# Rita Ihdayhid

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## Profile

Marketing and communications strategist with 15 years' experience managing communications, event planning and media relations for tech, e-commerce, media and not-for-profit organizations. Proven team leader who develops and implements multi-platform content, media, and marketing strategies. Self-starter who applies industry knowledge/research skills to capitalize on key trends and navigate cross-cultural differences. Bilingual: Fluent in English & Arabic.

### Core Competencies:

Direct and Digital Marketing  
Project Management

Digital Advertising  
Public Relations

Copywriting  
Social Media Training and Management

## Professional Experience

### Royal Group Holding (rfxt.com)

Executive Director of Marketing (Global)

**2017 – Present**  
Beirut, Lebanon | Limassol, Cyprus | Sydney, Australia

Develop annual direct and digital marketing strategies for our target regions (Lebanon, Europe, and Australasia) including calendar of campaigns and events, marketing budget and market analysis and recommendations. Providing direction, guidance and leadership to 10 team members in the marketing, design and developers departments.

- Identify opportunities to grow leads and improve profitability of direct and digital campaigns
- Create integrated marketing campaigns to include search, affiliate, email, social media, social ads, PPC and SEO improvements
- Measure and analyze data to include customer profiling and behavior across customer journey mapping, web traffic data, and CRM reports
- Set KPIs and ensure all marketing activities are evaluated, measured and improved by creating weekly and monthly reports and analysis
- Supervise the implementation of visitor, lead and sales tracking and analysis across websites and digital advertising platforms

### Digital Innovations, E-commerce (Bid Affairs/Runway Affair)

Head of Digital

**2015 – 2017**

Beirut, Lebanon

Devised digital strategies to drive traffic and optimize innovative digital marketing campaigns to increase online lead generation including online media, social, email, website strategy, SEO, and other digital channels

- Developed, executed and analyzed strategic e-mail program that increased user engagement by 50% for 26,000+ customer database
- Leveraged Google Analytics to track e-commerce performance and made recommendations for UX/UI improvements
- Delivered reports that present content and community performance, social/digital listening insights and trends and optimization recommendations
- Improved e-commerce process flows and led business development strategies with the target of increasing conversions and engaging leads

### MarComHUB MENA, Consulting Services

Marketing and Communications Consultant (2013 – 2015)

**2012 – 2015**

Beirut, Lebanon

Provided consultation, guidance, team training, monitoring, and content editing for small businesses.

- Developed and executed comprehensive strategies across marketing/social media, PR, creative, data and partnerships
- Managed advertising campaigns, website analytics, and a database of 80,000+ industry executives
- Orchestrated media relations and affiliate relationships across media (TV, radio, print, online) valued at \$1M+ of exposure annually

Social Media Marketing Consultant (2012 – 2013)

- Developed a social media marketing strategy that tripled clients' Facebook fans in three weeks
- Built clients' social media channels, increasing online engagement by over 60%

### Social Media Exchange (SMEX)

Marketing and Community Manager

**2011 – 2012**

(Company relocated)

Oversaw all aspects of marketing and social media including copy, creative, direct marketing, database management, print collateral, video content, on-site branding, research, surveys, and strategic partnerships/sponsorships.

- Promoted four local events (\$50-100K budget) lasting six to 12 months and attracting up to 600 participants, including: Digital Entrepreneurship BarCamp (part of ArabNet Digital Summit Community Day); Social Media BarCamp for Lebanese Civil Society; and MADskills, a train-the-trainer program on social media tools
- In six-month period, promoted 30+ workshops (300+ participants) on social media tools and content strategies

### MBC Group

Production Coordinator (2010)

**2006 – 2010**

Assisted regional offices of 100-member production team on "Style", weekly lifestyle and fashion program, and "Comedo", primetime comedy show.

Public Relations and Marketing Assistant (2006 – 2009)

Prepared 50+ press releases and 20+ presentations/synopses (English and Arabic) associated with MBC1 programs. Maintained a database of 20,000+ media outlets (print, radio, digital) and distributed 5 weekly press releases.

### Copywriter/Editor

Prepared company profiles, press releases, invitations and articles (English and Arabic) promoting conferences/events for 7+ clients in tech, fashion/beauty and music including Platinum Records and MENAHRA.

**2003 – 2006**

## Publications and Activities

- UK Lebanon Tech Hub Accelerator Cycle Two, Phase I 2016, Beirut Lebanon (June – October)
- Creating Facebook Pages With Impact: A Guide for Arab Civil Society Organizations – [bit.ly/smex-FB-En](https://bit.ly/smex-FB-En); [bit.ly/smex-FB-Ar](https://bit.ly/smex-FB-Ar)
- TEDxBeirut Volunteer: Developed social media strategies and online content (2011 – 2013)

## Education

### Institute of Direct and Digital Marketing (IDM)

Professional Diploma in Digital Marketing

**2014 – 2015**

### MADskills Social Media Trainer Program, SMEX & USAID

Certificate of Excellence, Social Media Trainer

**2011**

### American University of Beirut

Bachelor of Arts, English Literature

**2000 – 2003**