



Carine Kassis

Graphic & Marketing team leader

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GET IN TOUCH

Pro-active, innovative and highly driven by nature. Excellent PR/outstanding communication skills and great performance under pressure. Perfectionist when needed, but spontaneous most of the time.
Multi-tasked, responsible and most importantly Realistic.

SUMMARY



SKILLS

Effective interpersonal and influencing skills
Experience of developing and gaining strong relationships
Experience of developing brands and understanding consumers
Up-to-date with latest trends and marketing best practices
Experience in digital marketing

EMPLOYMENT

2009 - 2018

ITG HOLDING

Design and marketing team leader

- Managing online presence including social media & web presence.
- Coordinating events
- Planning and following up marketing activities
- Ensure that marketing projects are executed on time
- Offline activations: producing and managing event and venue based activations
- Helping generate ideas and content for local social media channels
- Creating and putting together high-impact executive presentations
- Develop advertising and marketing tools including above the line and below the line materials based on the yearly marketing calendars.
- Develop promotional content material such as tactical flyers, seasonal brochures, advertising campaigns.
- Handling the design and marketing materials from A to Z
- Coordinate with my manager, and the junior designers, developers and writers to make sure visual designs adhere to the creative brief requirement and client objectives.

CK DESIGN_OWNER

marketing and communication agency

- Full branding and marketing materials for the projects
- Event Organisations

MAIN PROJECTS:

KAMAPLAST

L'eternel wedding venue

Private Magazine

The GP Magazine

EDUCATION

LA SAGESSE UNIVERSITY

Master of Business

Administration (MBA), marketing,
2011 - 2014

AUST

Bachelor's Degree, **Graphic Design**,
2000 - 2003

WSI

Certified Digital Marketing

JOSEPH YAACOUB

Digital Marketing Certification

AUST

Minor **Public Relation**

WORK/PLAY BALANCE

Interacting (Networker)
Thinking (Visual Thinker)
Developping (idea Generator)
Implementing (setting up foundation)
Socializing (Friends & Colleagues)
Hobbies (You tube workshops,
walking in nature, reading)
Downtime (my family)

PERSONAL SKILLS

Social Commitment
Creativity
Organisation
Communication
Team Player

AGOSTINE & RAPHAEL

Senior Graphic Designer
June 2008 - May 2009

- Creating the Agostine & Raphael Group logo, the full Stationary.
- Creating 3 sub-holding logos (KPA agostine - Raymond Raphael engineering consultants & ARG engineering contratcting).
- Getting involved in the ideas for creating new building and construction designs.
- Designing a brochure "Let's go places" of 45 pages where we display all their projects with a slogan & titles for each section from early projects, islands, urban cities to skyscrapers, hotels & resorts, public bldgs, dream houses and palaces... etc,
- Developing many creative ideas for the emails marketing and ads in the magazines.
- Working under tight deadlines, and handling last minute requests / changes and prioritize tasks.
- Rendering drafted images and brushing them in photoshop.

YELLOW PAGES

Graphic Designer
January 2007 - June 2009

- Designing the full lots (papers with numbers for each client) and Ads inserted in the books (Directory and tourism).
- Winning the competition for the NEW COVER BOOK between 4 competitors.
- Developing creative ideas for the ads in the Directory and Tourism Booklet.
- Working under tight deadlines, and handling last minute requests / changes and prioritize tasks.