

Susu Smaili

Lebanon – Beirut

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CAREER OBJECTIVE

A management professional with 17+ years of exceptional track record in spearheading strategic sales, marketing, communications offline and online & PR, event and brand management and development initiatives, seeking a challenging position with a dynamic organization to contribute accrued skills in formulating organizational objectives and charting a mutually beneficial growth path.



SKILLS

- Sales & Marketing Plans, Business Planning, Brand Management, Trade Marketing Operations, Product Development, B2B & B2C, Budgeting, social media & digital media planning
- Extensive proficiency in brand management, designing and implementing communications, marketing, and media strategies for the public and private sectors
- Corporate branding strategies
- Extensive experience in packaging design and new product development
- Strong knowledge of agencies in the Middle East Region
- Manage yearly budgets and effective negotiations with clients/agencies
- Push & Pull initiatives to fill a gap on demand or forecasted demand
- Understand production and distribution based on forecast and work around unexpected increase in demand
- Market Research and Expansion, Product Promotions/Launches, Event Management, Advertising/Media Planning
- Marketing & Business Plans, Business Development, Customer Relationship Management to solidify relationships, Revenue Generation, Market Penetration
- Develop trade promotions, Business Analysis, Competitor Evaluation, Feasibility Studies, Pricing & Negotiations
- Manage Key Accounts, modern trade & proximity outlets for campaign and promotions
- Leadership, Team Management, Motivation Skills, Interpersonal & Communication Skills, Analytical Skills
- Coordination & Development, create action plans, Training, Performance Review, Decision Making & Problem-Solving Skills, Visual Merchandising
- Supervise, lead and expand media relations and communications (digital, print, and broadcast, copywriting, story boards, etc.) for offline and online communications to increase brand awareness
- Work and manage 3rd party agencies for events, ATL, BTL
- Constant follow up with sales team regarding achieving action plans and assuring the execution of the 4Ps
- Strong project management & Communication Skills
- Business Analysis, Competitor Evaluation, Feasibility Studies, Pricing & Negotiations

SOCIAL & DIGITAL MEDIA SKILLS

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Devise and spearhead online campaigns that advance the retention and acquisition to better engage customers.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Provide strategic and content writing skills to support the system in PR and social media. Serve as the content creator for blogs, PR and social media channels
- Provide experience in integrating social media with external communications strategies.
- Utilize skills in devising, interpreting and applying strong analytics to broaden social media engagement and message penetration.
- Optimize digital presence including Web, SEO/SEM, email marketing, display advertising, push notifications, SMS
- Develop blog communications strategy and project manage blog content calendar.
- Develop digital influencers' network and integrate content within our digital communication plans.
- Develop benchmarks for assessing social media campaign success, and regularly analyze, review, and report on strategies.

PROFESSIONAL EXPERIENCE

Malia Group – CH. Sarraf & CO.

Marketing Manager

December 2018- May 2019

- Develop mid and long term marketing strategies for the company brands/products.
- Control the effectiveness of the marketing strategies/activities through sales performance analysis versus targets (per product, region, sales rep); suggest corrective actions to BM when needed.

Lead on/Set the promotional plans

- Analyze the return on investment of marketing initiatives & activities (set of KPIs).

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- Conduct market visits when needed; ensure that marketing initiatives are properly implemented and that brands penetration/visibility is in accordance with set strategy.
- Lead on new products launch by ensuring pre-and post- preparations are completed on time.
- Lead and follow up on the proper price positioning of the company's portfolio vs competition.
- Prepare monthly executive reports.
- Prepare annual departmental Business Plan.
- Ensure price structure and promotions will secure the agreed Gross Margin and Margin after Marketing Support.
- Ensure stock management (target monthly reviews and initiate order placements), to avoid out of stock or stock overload.
- Contribute proactively with the Talent Acquisition Team in filling vacancies timely. Design/update related JD and on-boarding programs and ensure their proper understanding & implementation. Ensure an optimized structure in line with business priorities and performance.

Gannage Holding - Medical, Aesthetic, Pharmaceutical & Para-Pharmaceuticals and Dental Fields

Marketing Manager

November 2017 – December 2018

- Oversee and manage all Marketing campaigns & implementations
- Set marketing strategies for each company under the Holding
- Set marketing budgets & control spending for the Holding
- Oversee all marketing implementations for the Holding
- Set strategies and plans for all social media platforms
- Launching of new products, setting workshops, congresses and trainings

Sadco

Trade Marketing Manager

Pharmaceutical OTC Unit and FMCG Unit

February 2016 – November 2017

GSK: Panadol & Physiogel, Aspen: Solpadeine, Sanofi: Magne Vue B6, Selsun Blue, Oenobiol, Merz, Cheisi, Novartis

- Set and implement Trade Marketing plans, social & digital media plans,
- Handle the Over the Counter (OTC) Pharmaceutical Team of 10 medical reps for GSK (Panadol), Sanofi, Aspen, Merz, Chiesi, Novartis
- Handle budgets for all OTC & FMCG brands and assuring all spending are within agreed budgets.
- Handle merchandising team for OTC Pharmaceutical products and FMCG units.
- Plan annual promotional plan by supplier/brand, timeline, pharmacy classification and trade offer (with sales manager) based on history and previous analysis of brands and sales history.
- Prepare contracts for pharmacies for shelf rentals, window branding, signage projects, BTL & ATL activities.
- Create on yearly basis cycle priorities for OTC team.
- Meet on quarterly basis MOH regulatory pharmacist to assure we are aligned with laws and regulations when it to implementing OTC trade marketing activities.
- Apply and respect brands' guidelines - planograms, cycle priorities, etc.
- Responsible for requesting and implementing for all POSM.
- Create content for social media platforms to suit the local market.
- Plan and implement cycle priorities for pharma products.

Daher International Food Company

Marketing Manager

Poppins (Breakfast Cereals)

December 1st, 2014 – December 2015

Summary

Responsible for managing marketing, business plans, advertising and promotional staff and activities. Takes steps to measure, enhance, and enrich the position and image of a brand/s through various goals and objectives.

Primary Responsibilities:

- Plan marketing and branding objectives – corporate and brand
- Expand product solutions and offerings
- Media Relations, Communications, Public Relations, Public Affairs; Marketing; Journalism; Research; Event Planning; Digital Planning & Marketing; Crisis Communications, etc.
- Design, drive, and implement communications and media strategies

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- Plan and implement communications budget, policies, and strategies in alignment with the brand's overall strategic direction and business plan, and in coordination with its various departments
- Manage the brand's digital and social platforms - This includes website, event pages, and social media channels. Ensure the synergic functioning of those platforms towards achieving higher impact and visibility for the brand
- Draft, post, and distribute press releases, announcements, and news stories to the media
- Analyze market trends and recommend changes to marketing and business development strategies based on analysis and feedback
- Responsible for developing and implementing operational & strategic plans for the marketing division
- Prepare and adhere to budgets
- Liaise with R&D to create new products
- Oversee creation and delivery of press releases, advertisements, and other marketing materials
- Liaise with purchasing and packaging department to assure alignment with manufacturing lines
- Nurture and enrich all external perceptions of the company and growth of market share
- Deepen relationships with all media to ensure the most effective messaging and positioning of the organization
- Review P&L with sales team, branches and finance
- Lead all areas of content generation and production across all media platforms – offline & online platforms
- Coordinate with sales management and align quarterly targets
- Drive overall CRM and direct marketing
- Engage other organizations within the community
- Collaborate with sales and sourcing to develop strategic partnership activities and implement the execution framework and strategic plan on identified opportunities
- Develop and lead a marketing team that will develop and execute new concepts, business models, channels and partners to position business as innovator and leader
- Responsible for the marketing of company products and services to the right market whether B2B or B2C
- Develop an annual marketing plan in conjunction with the sales department. This details the year's activity to meet agreed company objectives
- Manage all aspects of print production, receipt and distribution
- Achieve frequent, timely and positive media coverage across all available media
- Managing the entire product line life cycle from strategic planning to tactical activities
- Conduct market research to identify market requirements for current and future products
- Develop and implement a company-wide plan to push product, working with all departments for its execution
- Analyze potential strategic partner relationships for product lines

Food Stuff & Consumer Goods

May 2013 – November 30, 2014

**Marketing Manager for FMCG and Non-FMCG products
(BIC & Al Safi Danone)**

Highlights & Key Responsibilities:

- Brand
 - Marketing & Action plans
 - Custodian of the brand and will make sure that the brand will not be damaged in any way
 - Responsible for putting together the annual marketing plan for an existing as well as for new brands
 - Pricing strategy for all brands
 - Develop strategic and operational plans for brands
 - Envisaged support levels (BTL/ATL/TTL)
- Planning & Target Setting
 - Plan sales volume (set the target) per channel/region for each brand
 - Regional and trade channel split as needed
 - Social Media Management
 - Create quarterly/yearly action plans for brands
 - Implement a 360-degree launching plan locally/regionally

Nexty S.A.R.L (Part of Fawaz Holding), Beirut, Lebanon
Senior Brand Manager for Spirits and Alcohol Brands

March 2012 – April 2013

Highlights:

- Liaison with a high-end hotel to increase visibility and increase sales of premium brands.

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- Strengthened relationships with different On Trades to increase product visibility.
- Managed several premium and luxury spirit and alcohol brands
- Launched a luxury spirits brand On & Off Trades successfully

Key Responsibilities:

- Developed and implement creative business strategies to achieve business goals.
- Developed actionable marketing plans for all products, to ensure highest return on investment.
- Achieved planned volume and financial targets for all products.
- Monitor development versus agreed plans, and take corrective action when necessary.
- Identified new business opportunities and study the feasibility of new market introductions.
- Coordinated with media, advertising, and sponsored venues.
- Worked on Nielsen & IPOSOS to set customer research, understand current market conditions and verify competitor information.
- Developed pricing structure strategy

Clase Aparte Import, Venezuela

December 2007 - June 2011

Marketing & Communications Manager

*The organization is an import/export of international brands of **cosmetics/perfumes** that were distributed in 5 stores.*

Highlight:

- Played a key role in augmenting sales by 35% in 2008 and 45% in 2011.

Key Responsibilities:

- Planned, coordinated and executed annual marketing plans and business plans to enhance operations thus achieving organizational bottom lines.
- Buying merchandising and planning for all suppliers
- Studied, analyzed and developed marketing strategies for the company's products and services to enhance market penetration, market share and brand positioning.
- Managed and administered the inflow/outflow of products at the merchandise shops and ensured smooth flow of operations within the given time limit.
- Oversaw promotional activities, ascertained that they are carried out efficiently and within agreed budgets to raise company's profile and increase sales.
- Established and maintained relationships with industry influencers and key strategic partners, as well as fostered positive relations with existing clients through excellent service and regular meetings.
- Spearheaded marketing initiatives, created seasonal promotion plans, prepared promotional product catalogues, ads and flyers for the stores and recommended tailor-made strategies to achieve market leadership.

Bellman Marketing and Design, United States

May 2002 - June 2007

Trade Marketing Manager of Spirits, Alcohol, FMCG (Kellogg's)

The Organization is an independent strategic marketing agency with a broad client base such as the referred below (Dunkin Donuts, Coca Cola Zero, Coors Brewing Company-Killian's Irish Red Beer)

Highlights:

- Played a key role in surpassing the client goals on all marketing and sampling programs. Expanded business reach and proactively created new sales leads/opportunities.

Key Responsibilities:

- Developed and executed strategic marketing plans targeted at capitalizing existing client base. Coordinated the implementation of sales plans to increase revenues and expand market presence.
- Collated and analyzed data pertaining to various corporate strategic marketing and business parameters, as well as planned turnkey business solutions to enhance profitability.
- Devised the annual marketing plan/ budgets in conjunction with corporate vision and prepared reports for the management with recommendations.
- Coordinated with the in-house design team to ensure smooth execution of workflow within the given time and cost constraints.

Dunkin' Donuts, United States

Field Marketing Manager – Marketing Manager for the opening of New Dunkin Donuts Stores

Key Responsibilities:

- Developed comprehensive marketing and corporate communications strategies including promotions and events to strengthen the organization's brand awareness in the whole region.
- Formulated and implemented an integrated range of sales and marketing concepts and strategies consistent with the overall goals and objectives of the business for B2B customers within trade area.

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- Ensured top line sales goals and bottom line profit goals are met by recognizing profitability and revenue impact of all business opportunities.

Coca Cola ZERO, United States

Senior Brand Manager - Launching of Coca Cola Zero in the USA Market.

Key Responsibilities:

- Researched present/future market opportunities and trends with the objective of recommending to senior management suitable strategies and tactics to exploit the same for sound and profitable growth.
- Established local brand communication to ensure positive development of brand image to support sustainable and profitable market share growth.
- Ensured all company policies/procedures are followed in all aspects of operations and that all personnel comply with all set rules, regulations and laws.

Coors Brewing Company on Premise Sampling of Killian's Irish Red, USA

On Premise Manager – On Trade Brand Manager for Killian's Irish Red Beer

Highlights:

- Spearheaded the sales of local on-premise program by 33% as well as established procedures and reviewed activities in accordance with existing standards.
- Augmented sales through brand re-launch and sampling initiative as well as organized marketing activities to achieve its aims and objectives.

Key Responsibilities:

- Communicated and coordinated the various aspects of on-premise operations to ascertain compliance with established policies and procedures as well as local, state and federal laws and guidelines.
- Supervised the entire operations of the department including premium storage, inventory and allocations to ensure the assigned work is completed within the given time and cost constraints.
- Liaised and coordinated with venue manager as well as built and maintained brand relationships and rapport with clients/consumers to deliver personalized customer experience.
- Developed effective strategies to identify qualified candidates for potential internal hires. Trained and motivated new recruits, conducted performance reviews periodically to increase productivity, market share and profitability aimed towards achieving organizational goals.

EDUCATION

- **Cleveland State University**, Cleveland, United States **May 2002**
Bachelor of Business Administration in Marketing
- **Cleveland State University**, Cleveland, United States **May 2014**
MBA

Other Training and Certifications:

- Promotional and Brand Marketing

PERSONAL INFORMATION

- Birth Date : 9 September 1978
- Gender : Female
- Nationality : Lebanese & Venezuelan
- Residence Location: Beirut, Lebanon
- Languages (Spoken & Written): English, Spanish, Portuguese and Arabic