

Noura Barakeh

Swedish Citizen, Lebanese Resident
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Beirut, Lebanon

Education

Fashion Management, MA

2014 – 2015

University of Borås, Sweden

International Marketing, BS

2011– 2014

Linne Universitet, Sweden

Erasmus, Branding (Student Exchange Program)

Fall 2013

Athens University of Economics and Business (AUEB), Greece

Experience

Branding and Business Development Coordinator

Falamank by Tarfa Itani Fine Jewelry(Beirut, Lebanon)

October 2015 – Present

- Support the design of the brand strategy
- Pitch new market plans and help execute existing ones
- Explore and compare existing markets in order to make informed production decisions
- Communicate with the POS abroad
- Coordinate and attend all PR events in Lebanon and abroad

Brand Manager Assistant

Sara Melki –Luxury Fashion Designer (Beirut, Lebanon)

July 2015 – September 2015

- Assisted in developing, implementing, and executing market campaigns
- Directed marketing activities and ensured consistency with marketing strategy

Diverse Market Research

HP Tronic International (Ljungby, Sweden)

September 2012 – December 2013

- Assisted the market research department in various fields such as supply chain management, branding, foreign market entry strategies, etc.

Languages and Other Skills

- Fluent in written and spoken English, Arabic and Swedish
- Excellent Command of Microsoft Excel, Word, PowerPoint, as well as the Diamonds Program, and Quick book
- Working Knowledge of SPSS, Predictive Analytics Software, Photoshop, and InDesign

References

References available upon request