

Maria A. Nader

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Professional Experience Outline

A professional career-mix of Advertising, Public Relations, and TVC Production

Profile and Value

- Effective and Accountable
- Consistent Delivery of Results
- Performance Driven

Professional Experience

February 2019 - Present

MerakiClosetGr, Lebanon
Fashion and Apparel
Co-owner

A selective online store focusing on Greek Designers Fashion and Apparel. Buying, negotiating prices, Inventory, setting retail prices, monitoring overall market, category trends and competition, Promoting and marketing.

March 2016 - Present

TBWA\RAAD Beirut, Lebanon
Advertising & Communication
Senior Account Manager

Handle(d) in coordination with the Client Servicing Director the communication portfolio of local and regional brands

- [Automotive] **RYMCO: Nissan, Infiniti, GMC, Lada, Datsun and Corporate**
- [FMCG] **Joe Chocolate Wafer, Twins Chocolate Wafer, Frosty Mountain Drink, TALAYA Water, Mechaalany food, UNILEVER Sunsilk, Tresemme - Vaseline - OMO**
- [Medical] **ROCHE: Breast Cancer Awareness Campaign 2017**
- [Real estate] **Park Residence Yaafour – launch campaign – part of UCDC development in Syria.**

Develop communication plan for brands in accordance with their marketing objectives and committed resources with the objective of creating or increasing brand awareness, or providing information about a product, or stimulating trial and affinity with the brand

Develop in accordance with the creative and strategic planning teams' communication strategies for the brands and make sure that the messages

are communicated to the public via a structured media plan consisting of various advertising vehicles such as billboards, magazines, newspapers, radio, television, online, ...

Coordinate surveys and focus groups in accordance with research companies to ascertain how consumers responded to particular brand/product, advertising campaign, promotional campaigns...

January 2013 – December 2015

Adrenalin Communications, Beirut, Lebanon
Advertising & Communication
Account Manager

Handle(d) in coordination with the Account Director the communication portfolio of local and regional brands

[*Baby Nutrition*] **DANONE: Bledina, Aptamil**

[*Financial Services*] **OMT**

[*Banking*] **BBAC**

[*Leisure City*] **BIEL**

[*Medical*] **Clemenceau Medical Center**

[*Real estate*] **Plus Properties**

[*Jewelry*] **Damas - Himo**

Same as above on a smaller scale.

March 2014 - May 2014

DMTV Channel, Dubai, UAE
"Min Al Akher" Show [Seasons 2 and 3]
Co-Anchor

Introducing, presenting and hosting several speakers and guests from around the Arab Emirates and subject matter experts, such as scientists, politicians, artists, singer, business people...

July 2011 - January 2013

TRACCS, Beirut, Lebanon
Public Relations
Media Relations Executive

Engaged in setting up clients' PR objective and strategy and the implementation of the respective PR plan/activities

Developed client proposals, prepared regular client PR reports, attended client meetings

Conducted ongoing research to detect possible opportunities to enhance company's image [Sponsorships, CSR...]

Monitored all media platforms [including newspapers, magazines, broadcasts, newswires, blogs, social media...] on a daily basis to ensure accurate and detailed media coverage reports as well as inform clients on competitor news

Dispatched editorial content (press releases and features) to targeted media

Handled event management responsibilities [including press conferences, corporate and promotional events, as well as attending and promoting client events to the media]

Established, growing and sustaining relationships with clients, bloggers, the media and colleagues

Portfolio of Handled Clients

[*Medical*] BMC: **Bellevue Medical Center**

[*Hospitality*] Rotana: **Rotana Hotels** [Regional], **Four Seasons Hotel** - Beirut,

[Cars] TGargour and sons: **Mercedes Benz** - Beirut,
 [Fashion] **Luxury Clothing Company** – Beirut
 [Aviation] **Flydubai** [Regional]
 [Cosmetics] **Bieisdorf: Nivea - Eucerin**

May 2011 - August 2014

Phellipolis, Beirut, Lebanon
NGO
Committee member

Acted as a planner/coordinator in Jounieh International Festival [Y2011/Y2012/Y2013/Y2014] and Jounieh Christmas Festival 2011 with the following responsibilities:

Followed up on media campaign launching [TVs, Radios, Magazines, Newspapers, Outdoor media and Talk Shows] as well as ad placement in the festival magazine

Prepared corporate packages for companies and followed up on sponsors stands locations and exclusivities

Handled the event planning procedures and ticketing in coordination with event planners ICE (International Corporate Events)

Mars 2009 - December 2010

Miracle Films - MENA [Division of Studio Vision] Beirut, Lebanon
Production House
Casting Manager/Production Coordinator

Was assigned different responsibilities and tasks such as: Cast Research and Hunting [All ages, genders and nationalities] + Acting Cast + Cast Footage Editing + Recast with director + PPM + Wardrobe Fitting + Cast accompaniment on set + Crew listing and timing + Catering + "Making of" on set coordination + Casts payments follow up

Academic Background

2005 - 2008 **BA in Communication Arts**, Lebanese American University, Beirut, Lebanon
 Emphasis on Radio, TV and Film

1994 - 2005 **Lebanese Baccalaureate II**, Collège des Sœurs des Saints Cœurs Kfarahbab, Jounieh, Lebanon

Work Shops - Trainings - Seminars

- July [2007] Internship - TV production department - JWT Dubai - UAE
- Spring [2010] Photography Workshop - Levels Beginner and Advanced
- January [2011] Photography Training and Workshop [Georges Khoury Studios]

Internships

June 2007 - July 2007 **JWT, Dubai, UAE**
TV Production department

Languages

- English: Excellently written, spoken, and understood
- French: Excellently written, spoken, and understood
- Arabic: Excellently written, spoken and understood

Computer Skills

- Excellent handling of Word, Excel, Power Point, and Internet Applications

Extra curricular Activities

- Active member within Enfants de Lumiere [NGO] Since 2006

Interests

- Cooking
- Photography
- Event Planning

References

Raya Nasr – Former account director / Traccs – 9613236344

Makram Fata – Former Managing Director / Adrenalin Communications – 96170007250

Rodney Issa – Former Creative Director / Adrenalin Communications – 96170200834