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French – Lebanese

CAREER OBJECTIVE

15 years of digital polyvalent experience, with expertise in digital management and client relation.

STRENGTHS & QUALIFICATIONS

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|---------------------------------------|---------------------------|
| • Online and mobile technology expert | Traffic and data analysis |
| • Project/Product Management | SEM, Online Marketing |

PROFESSIONAL EXPERIENCE

Avr.2019 -now : DIGITAL CONSULTANT (LIBANPOST), Lebanon

LibanPost is the national post office of Lebanon.

- Improve the digital experience of LibanPost online services, by focusing on user journey and business requirements
- Follow on KPIs and lead specific actions to achieve better performance and revenue
- Preparing the launch of Kwikby, an online marketplace focused on healthy food, as well as other sectors, as well as MyStamps, a personalized stamps service
- Worked on the communication plan of Click & Ship to create awareness and revenue for this online shipping service.

Aug.2016-Feb.2019 : DIGITAL DIRECTOR (LEO BURNETT), Lebanon

One of the world's largest agency networks and a subsidiary of Publicis Groupe, the world's third-largest communications company

- Establish and maintain relationship with clients
- Develop project scopes and objectives for international and Lebanese clients such as Almaza, Philip Morris, and Picon
- Oversee internal and external teams from creatives, copywriters and developers
- Quality assurance across different delivery channels
- Make key contributions to UX and Customer Experience
- Brainstorm new and creative growth strategies
- Consulting on the full relaunch of the responsive website of telco operator Alfa www.alfa.com.lb as well as Almaza website

May 2015-June 2016 : DIGITAL MARKETING DIRECTOR (KOEIN), Lebanon.

Koein is a full-service digital agency with more than 80 Awards.

- Defining the strategy and managing social media activities, online advertising, and SEO for clients
- Sales in regards to the marketing services provided to clients
- Creating a relation with bloggers in multiple sectors

Sept 2013-Mars 2014: MANAGING PARTNER (DOTS ADDRESSES), Lebanon.

Dots Addresses is a mobile application to help Lebanese get a shareable address in Lebanon

- Defining the marketing and digital strategy with the CEO
- Monitoring performance and analyzing results
- Follow up on design and implementation
- PPC campaign creation and social media management

2009-Sept 2013: MEDIA BUYING MARKETING DIRECTOR (DIWANEE), Lebanon.

Diwanee is a digital media company, building one of the largest digital audiences in the Middle East.

- *Wikeez.com*: Arabic entertainment portal focusing on celebrities, music, movies, & TV shows
- *3a2ilati.com*: Female portal focusing on Mother & Baby, Family Health, Beauty and Recipes
- *Yasmina.com*: Female Lifestyle, Beauty & Fashion Portal
- *Mooda.com*: E-shopping platform featuring boutiques across high-end fashion, home and lifestyle
- Defined and applied the marketing plan to increase traffic on our publications
 - o Through targeted and paid advertisement

- Through organic traffic (social media, auto-promotions, marketing campaigns, forums)
- Launched paid campaigns with conversion goals and ROI in mind
- Clients: L'Oréal brands, STC Telecom Portal, Diwanee Publications
- Leading, managing and motivating a team of 4 traffic managers
- Budget of \$100K per month on average

- 2007-2009: WEB SERVICES SECTION –DIGITAL MARKETING MANAGER (SFR), France.**
SFR is the No. 2 operator of mobile telecommunications in France with 20 million clients.
 - Responsible of services in the Marketing Department on the web-site SFR.fr (Music, SMS/MMS/Email, Infos&Leisure, Contact's Synchronization, Studio SFR...)
 • Conceiving new services, and overseeing their quality and ergonomics
 • Leading, managing and motivating a team of 3 project managers
 • Liaising with internal clients, the technical team and web agencies
 ○ "Jeux" saw an increase of 350% of visits (=490k) 2 months after evolution.
 - In charge of AOL advertising's integration on SFR.fr
- 2005 – 2006: WEB SERVICES PROJECT MANAGER (SFR), France.**
 Created new communication services for the SFR.fr website such as 'Ma Messagerie', 'Mes Contacts', 'Mode d'emploi des mobiles' and others
 • Conducted planning, benchmarking, storyboarding, statistics, and testing
 • Followed-up and coordinated these projects with technical and design teams
 ○ "Ma Messagerie" reached its objective of 600K visits in its first 6 months.
- 2003 – 2005: CONSULTANT - PRODUCT MANAGER (AXIEM - GROUPE ALTRAN), France.**
 Coordinated self-care services on the WAP Vodafone Live! Portal including 'My Account': clients' plan, options and billing, points of fidelity and parental control
 • Analyzed clients' needs to reach their satisfaction through self-care, outlined the marketing specifications, created new services, analyzed statistics and benchmarks

EDUCATION

- 2002-2003: ECOLE NATIONALE SUPERIEURE DE TELECOM PARIS (ENST), France.**
 • Masters in Hypermedia Multimedia and project management.
 • 4 months training at SFR in mobile and Vodafone Live! Portal customization.
- 1997-2000: CONCORDIA UNIVERSITY, Canada.**
 • Major in Design Art (BFA) with distinction
 • Minor in Digital Image and Sound (90 credits)
- 2018-2019: ONLINE COURSES (COURSERA.ORG)**
 • Digital Product Management: Modern Fundamentals (University of Virginia)
 • Child Nutrition and Cooking (Stanford University)

COMPUTER SKILLS

- TOOLS:** Google Analytics, Microsoft Office (Word, Excel, Access and PowerPoint), Google Adwords, Google Adsense, Facebook Ad Manager, Effective Measure, MailChimp, Facebook Social Media, Jira
- 3D ANIMATION:** Softimage (9 credits course), Form-Z, Mini-Cad, Electric Image.
- 2D:** Adobe Photoshop, Adobe Illustrator, and Quark-Xpress.
- MULTIMEDIA:** Macromedia Flash, Director, Dreamweaver, Adobe Premiere, After Effects.
- LANGUAGES:** HTML/XHTML, JavaScript, XML, ASP/PHP/My SQL (basic), Lingo, Action Script.
- CERTIFICATION :** Google Adwords Certified Partner, Agile projects course certification

LANGUAGES AND INTERESTS

- LANGUAGES:** Fluent in English, French and Arabic
- HOBBIES:** Ski, swimming, ballet and modern jazz dance, new technologies, health, travel