

## Marketing, Communication, Brand, and Account Management Profile

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*Strategic Marketing Planning / PR and Communication Management / Sales and Profit Optimisation  
Brand Management / High Growth and Established Organisations / Process Improvement*

Results-driven and creative professional with Four years of experience in orchestrating and implementing global marketing, PR, and communication strategies and administering high-profile accounts to support corporate objectives. Resourceful leader with strong expertise in formulating and executing innovative brand management plans, developing engaging advertising content, and initiating digital and traditional campaigns to improve market penetration.

Demonstrated skills in improving brand visibility and awareness and acquiring key account through cost-effective marketing and communication initiatives. Expert presenter and businessperson with proven ability to communicate with multicultural people in Lebanese, English and French languages and forge lasting relationships across all business sectors.

### Areas of Expertise:

- Marketing Strategies Development
- Key Media-Persons Engagement
- Marketing Content Development
- Knowledgeable in Blockchain and AI
- Project Planning and Execution
- Rebranding and Product Launching
- Account Acquisition and Management
- Marketing Budget Administration
- Operations Analysis / Process Redesign
- Cross-functional Teams Leadership

## Professional Experience

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Tom Ford International – London, UK

### Internship PR and Communication (2018 to 2019)

*Developed and implemented EMEA communication and PR management plans in collaboration with team members to drive business growth across Middle Eastern countries.*

Produced and presented daily and monthly media coverage, press, and product reports to senior management for facilitating key business decision-making process. Reviewed and improved all press samples for EMEA countries to achieve business success. Prepared and delivered valuable presentation to Founder Tom Ford on middle eastern influencers credibility, communication strategy, and both offline and online magazines.

### **Selected Contribution:**

- **Sourced and recommended top-performer middle eastern influencers and magazines that best-fit with Tom Ford brand DNA** to initiate productive change.

Bankmed – Beirut, Lebanon

### Marketing and Communication Specialist (2014 to 2018)

*Envisioned and implemented strategic integrated marketing campaigns in alignment with business goals and objectives to improve corporate equity and exposure.*

Designed and executed effective both online and offline communications programmes to enhance customer acquisition rate and build positive corporate positioning. Performed detailed analysis on all facets of industry at local and regional level, such as competition, market trends, and emerging technologies. Maintained regular engagement with internal and external teams, including content, design, compliance, creative, and media agency to ensure smooth execution of campaigns. Organised and executed multiple exhibitions and corporate events to promote products and services of corporate. Oversaw and streamlined the creation of corporate's marketing content for product brochures, leaflet, visuals

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in collaboration with sales teams. Developed, allocated, and administered marketing budget, analysed variance reports, and devised effective plans to minimise budget deviations.

## ***Selected Contributions:***

- **Led the planning and management of group's rebranding project and launch of corporate's new logo** to standardise marketing efforts and build positive corporate image.
- **Increased operating profit margin of MedProperties (a subsidiary) by 20% in 2016 by designing an innovative marketing strategy** to boost market penetration.
- Assisted in launching a **sales campaign for "Beirut Terraces" a property owned by the Bankmed and Medproperties, gaining 12% increase during Q1 in 2015**, and this increase went on to steadily drive profits up to 17% over a 3 years period
- **Propelled growth of business volume and sales revenue of Medproperties**: real estate subsidiary of bank while coordinating with property sales and marketing and clients' relationships management teams.
- **Restructured and executed account management standards and procedures** by examining customers' feedback reports to maximise client satisfaction.
- Directed the project management of strategic planning and **launch of bank's youth product and events across academic institutions and opening of Bankmed Dubai new headquarter in DIFC.**
- **Improved international brand awareness and visibility by 37%** through facilitating the development and launch of social media and digital channel strategies for bank in 2015.

Georges Chakra Fashion House | Malia Group – Beirut, Lebanon

## **Marketing and Communication Intern** (2013 to 2014)

*Contributed in the development and implementation of impactful marketing, communication, and brand strategies to advertise products and services across people.*

Conducted extensive market research for pre-launching of new Softwave product to identify latest market trends of retailers and wholesalers. Administered all facets of Paris Fashion Week show SS14 management across France, including planning, invitations, and organisation. Collaborated with celebrities on fittings and choice of garments.

## ***Selected Contribution:***

- **Designed and executed campaigns for new products launching** by functioning in close collaboration with brand manager.

## **Education and Credentials**

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**MA in Fashion & Luxury Brand Management** (Expected 2019) • Istituto Marangoni – London, UK

**MA in Marketing of Services** (2014) • IAE François Rabelais de Tours – Tours, France

**Bachelor of Business Management** (2012) • Saint Joseph University – Beirut, Lebanon

## **Certification**

**Level 6 Digital Diploma in Professional Marketing, CIM** (Expected 2020) – The Chartered Institute of Marketing

## **Technical Proficiencies**

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Blockchain Technology | AI (Artificial Intelligence) | Microsoft Office Suite (Advanced)

SPSS (Intermediate) | Adobe InDesign & Illustrator (Basic)