



Wafaa Khaddage Chacra

Marketing & communication Manager

A versatile skill-set, leader of creative teams and corporate communication departments. Conceptualize, develop and execute marketing campaigns that build memorable brands.

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SKILLS

Marketing strategies & campaigns

Corporate communication

Product positioning & branding

New Product Launch

content marketing

lead generation

Social Media Marketing

WORK EXPERIENCE

Marketing & Communication Manager

MP Market Place

01/2016 – Present

Retail - FMCG

Bchamoun - Lebanon

Achievements/Tasks

- contribute to increasing sales by 11% in 2017 due to enhancing the overall brand image and executing successful marketing campaigns.
- Gained a competitive edge through providing an exceptional customer service and developing a successful loyalty program.
- Perform ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs.

Marketing Manager

Procons4IT

06/2012 – 02/2014

SAP Gold Partner

Beirut - Dubai

Achievements/Tasks

- Successfully adapted & executed marketing programs and social media campaigns
- Developed Reference marketing - Video testimonial Production. [↗](#)
- Launching campaign for SAP HANA in Lebanon (Events & audience management)

Account Manager

Quantum Communication- Brand central

03/2009 – Present

Corporate Identity & Strategic Design

Beirut - Lebanon

Achievements/Tasks

- Built relationship with major clients and created a world-class customer experience
- Provided project input/briefings to designers in order to help meet project objectives effectively and efficiently
- Developed Brand strategies

EDUCATION

Master's Degree Media Studies / Advertising

Notre Dame University - NDU

09/2011 – 06/2013

Zouk mosbeh

BA Advertising & Marketing

Notre Dame University - NDU

09/2004 – 06/2007

Zouk Mosbeh

LANGUAGES

Arabic



English



French

