

RANDA DAHER

Beirut – Lebanon • Phone: +961 03 532 307 • randaher@hotmail.com

EXECUTIVE SUMMARY

A dynamic and professional marketing and sales oriented with more than 10 years' experience in the F&B hospitality industry. Skilled in: Negotiation & Communication, strategically thinking & Budgeting, Food & Beverage, customer oriented, branding, event planning, social media strategy and project management
Strong in: marketing and advertising background.

WORK EXPERIENCE

ANT VENTURES

Current - Jul 2015

HEAD OF SALES & MARKETING

Creates & manages F&B concepts for 6 brands across 10 countries

- Manage the communication of C&G delivery & Dine-in in 10 countries along with 6 other brands Silverspoons, eatalian, Falafel & more, Bab Idriss (KSA, Oman), from the tree, Caspresso
- Prepare and develop Lebanese & Worldwide yearly marketing plans in coordination with other departments based on the company objectives and yearly events
- Find new sales and growth opportunities through conducting continuous researches & field visits to the market.
- Local store marketing activities to generate traffic and awareness
- Handle full responsibility of all activities, events & other action plans conducted by the Marketing Department.
- Completely involved in all tactical action plans related to social media activities in order to ensure customer engagement & increase the number of followers.
- Develop 360degrees marketing campaigns (ATL,BTL, Social Media...) based on the operation's needs, budget forecasted in order to promote company's activities & products.
- Manage & work closely with SM and art director on new concepts, marketing campaigns and communication activities.
- Work with printing houses / suppliers concerning marketing materials;
- Follow up and create tactical action plans based on the Country's F & B trends and culture in coordination with related departments.(Fit n healthy menu)
- Create & develop CSR Programs/ campaigns in order to boost the company's image
- Create emotional experience to exceed expectations and provides delight quality to our customers.
- Worked on several opening plan and campaign worldwide.(KSA, Dubai, Lagos...)
- Follow up on all online platforms to ensure updates (website, mobile app, online ordering, external delivery apps...
- Planned the opening of Dubai Branch, Egypt 2 branches, Lagos, Qatar and KSA
- Bab Idriss KSA opening and launch of the delivery department (packaging branding)
- Involved in the launching and the awareness of the new espresso capsule of C&G "**Caspresso**" (Website, SM, marketing material Above & below the line.
- Took part in a New brand and concept creation at Lemall Dbayeh "**Pan pot**"

ROADSTER DINER

MARKETING MANAGER

Jun 2008- Jul 2015

Leading casual diner in Beirut - Lebanon

- Supervising the overall marketing activities, strategically planning program, and corporate communication.
- Managing the communication of 17 Branches including dine-in and Delivery
- Develop and execute marketing budget and calendar of the year
- Communicating plans and monitoring the advertising agencies.
- Working closely with top management to set long terms marketing goals and strategies.
- Part of the creation team / planning/ launching of the new Loyalty program.
- The planning and execution of 360 campaigns (Angus beef burger – mini cooper – 4 digits...)

- Opening of 9 branches and 2 more to come this year (communication, opening nights, all marketing and operational material)
- Owner of introducing CSR to the value of the company, take initiatives, partnership and events (heartbeat, kunhadi, SCORA)
- Taking part of closing deals of many sponsorship/ partnership events along with planning and communication execution (concerts, John Robert powers partnership and avant premier...)
- Local Store marketing for designated branches
- A member of the Food safety crises team
- Managing two brands; Roadster diner and Deek Duke.(till Dec 2010)
- Rd Website management, in addition, to the alignment and implementation between online and offline marketing campaigns.
- Conducting marketing surveys and focus groups with specialized companies on current and new products/ Customers to meet changing market and competitive conditions.
- Managing and working closely with the franchise company in the UAE marketing department, on the launching of 3 new branches of Rd in the market.
- Rebranding of DD (Deek duke) and re-launching of the brand through marketing campaign and opening of its new branch.
- Owner of the reward program project by establishing, communicating and launching it 2012-2013
- Reporting directly to the CEO.(Till April 2011)
- Member of the executive committee.(Till beg of 2012)
- Involved in the 'Strategical thinking' retreat given by Management mix.

IMPACT BBDO

ADVERTISING ACCOUNT MANAGER -
Advertising Agency in Dubai- UAE

Aug 2006- Dec 2007

My Clients:

- **Sama Dubai:** I was responsible for developing through-the-line campaigns ('Simply Stunning') for icon projects in Middle East as well as launching the "Dubai Towers" at The Lagoon.
- **Barclays:** Was responsible for launching Barclaycard in the UAE – an innovative range of credit cards in partnership with Visa and one of Europe's leading credit card businesses. I handled all the above and below the line, e.g.: cards, collaterals, promotions, packages and press campaign ('Choosy') which attained an increase in sales, market share and brand awareness in the UAE market.
The Barclays team was the proud winner of three awards at the 2008 GMR Awards for Effectiveness in Marketing Communication – 'the Barclaycard work was awarded the best New Product Launch and the best Integrated Campaign Awards.'
- **Wafi City Mall:** I joined the team to work on the Wafi Re-branding, the Fashion show events and launching of Narnia Christmas events at Wafi.

CREATIVE ADVERTISING

MARKETING MANAGER & ACCOUNT MANAGER
Creative house and pre-press – Beirut - Lebanon

Mar 2004 – July 2006

Client servicing, Internal management (following up with printing presses, job management finishing, problem solving) team building, project management and follow up, and consulting on advertising campaigns.

FORMATECH

MARKETING COORDINATOR AND GRAPHIC DESIGNER
Integrated learning center - Beirut - Lebanon

May 2003 – Jan 2004

Coordinating between Formatech and our advertising agency, designing all the online promotions for classes including its content
Organizing and managing company's participation in the Termium 2003 event

- Junior Achievement Lebanon www.jalebanon.org – Beirut –Lebanon
Project Manager of the website + its Design (project giving by Formatech)

TOP RANGE

May 2002 – May 2003

GRAPHIC DESIGNER AND ANIMATOR

Laloona Cartoon production – Beirut - Lebanon

Cartoon animation company - Beirut - Lebanon

Clean up the characters, move them in Photoshop frame by frame and play them back in Adobe premiere.

WILD DISCOVERY

Oct 2001 – May 2002

MARKETING EXECUTIVE – WEBSITE

Travel and tourism – Beirut – Lebanon

Launching and managing the website, Online marketing and marketing research

EDUCATION

Concordia University – *Montreal, Canada*

1999 – 2001

Bachelor of Commerce - Marketing

La Salle College – *Montreal, Canada*

1998 – 1999

Diploma in Computer Graphics

Lebanese American University – *Beirut, Lebanon*

1996 –1998

Associates in Arts – Graphic Design and Advertising

International College (IC) – *Beirut, Lebanon*

1981-1996

Lebanese Bacc II

TRAINING AND CERTIFICATION

Supercharged your sales Hospitality Sales - LFA

2017

CRM – LFA- Nathalie Le monnier

2017

Emotional intelligence – Tamayyaz

2012

Conflict Management given by **Michel Chalhoub Sotto.**

May 2010

Brand Management given by **Mr. Andre Mack** – Sagesse University with the Academy
Certification of 'Ecole hoteliere de Lausanne'.

June 2010

COMPUTER LITERACY

Photoshop
Microsoft Office

Illustrator

LANGUAGES

Fluent in Arabic, French and English

REFERENCES

Upon your request