

# Fady Roumieh

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**Birth Date:** October 12, 1985

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## Overview:

Online Marketing, communication & E-commerce professional.

Highly experienced in Marketing, Digital & Social Media strategy creation / implementation and e-commerce (among other things).

Worked with the biggest brands in the MENA region to develop and implement marketing activations and proper online communication plans.

## Objectives:

To find a position that would fulfil my ambitions in pursuing better life experiences and better growth opportunities in general.

## Education:

2005 - 2009: Notre Dame University (BA Bus. Marketing)

2003 - 2005: Notre Dame University (Computer Science)

1990 - 2003: College Des Frères De LaSalle, Zgharta (Lebanese BAC II)

## Languages:

Arabic (Fluent)

English (Fluent)

French (Good)

Spanish (beginner)

## Interests:

Sports (Tennis, Skiing, Hiking, Swimming)

Reading

Music & Movies

Outdoors

Fashion & Lifestyle

## **Work Experience:**

**December 2015 - Current:** General business & Marketing consulting work on project basis, with focus on digital, for multiple local and regional agencies, F&B, fashion & retail brands.

Current projects include:

- Influencer marketing & digital PR for SADEEM (@OfficialSadeem) - the first digital series of its kind.
- Social Media work in F&B (@HomeSweetHomeBeirut - @SkyFallClubLB)
- Business development and marketing for @NoBrandAgency
- Marketing, PR & Business Development for Maverick Design & Issa Design

**September 2013 – August 2015:** Co-founder & Marketing Director [fancybid.com](http://fancybid.com)

- Business planning & concept adaptation to local markets
- Managing creation of brand image
- Managing website development project with 3<sup>rd</sup> party
- Creation & management of launch campaign both online & offline
- Managing all marketing & PR activities both online & offline
- Online media buying
- Managing advertising campaigns on social media platforms (Facebook, Twitter & Pinterest)
- Worked on the gamification of the e-experience on the site to increase retention.

**May 2012 – September 2013:** Digital Marketing Manager at [markavip.com](http://markavip.com)

- Creation & Implementation of Digital & Social Media activations.
- Expanding & Leveraging Online Communities on Social media platforms.
- Rebranding & Image Enhancement.
- Creating Marketing Communication Campaigns (both Online & Offline).

- Setting Digital Strategy to Increase Sales & Conversions.
- Optimising social integration on website to enhance user experience.
- Planning & executing co-branded campaigns with major regional & international brands.
- Devising strategies to drive online traffic to the company website.
- Developing and managing digital marketing campaigns.
- Overseeing the social media strategy for the company.
- Managing online brand and product campaigns to raise brand awareness.
- Managing the redesign of the company website.
- Responsibility for planning and budgetary control of related digital marketing activities
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing.

**August 2011 – April 2012:** Digital Marketing Executive at [mistile.com](http://mistile.com)

- Managing full pre-launch campaign in coordination with creative agency and web development company
- Setting up pre-launch and post-launch marketing strategy (Both online & Offline)
- Creation of all marketing material & communication (Both Online & Offline)
- Optimising website by adding social media integration & adjustments from a user point of view
- Coordinating PR events and press meetings
- Liaising with digital influencers to push the brand on digital platforms
- Managing online communities of the brand
- Creating content to populate digital platforms
- Creating a reporting system to control all digital activity of the company

- Integrating the latest tools in the marketing strategy and in the day-to-day activities of the marketing department

**September 2008 – August 2011:** Marketing Coordinator / Digital strategy & Research (focus on social media and media publishing), Diwanee Group, Beirut, Lebanon.

- Intensively formed and trained in social media marketing
- Assisting integrated Marketing Department in creating and implementing social media campaigns
- Developing campaigns that incorporate social media techniques to generate visibility for clients and agency prospects.
- Researching online communities. Trends and behaviour for different regions, countries and demographic segments
- Outreaching and engaging target audiences through various social mediums to create online conversations and communities about client brands and services.
- Coordinating social media campaigns for clients including, but not limited to, blogger outreach, social network initiatives, keyword optimisation...
- Tracking and monitoring the success of online initiatives ( i.e. impressions, reach and influence), and providing reports for the agency and clients.
- Educating agency staff and new recruits on the implementation of new technologies
- Working on acquiring/creating online content (Video content and other..)
- Working closely with the design and development teams to create campaigns

**Projects co-led and handled at Diwanee:**

L'Oréal Paris, L'Oréal Professional, Vichy, Lancôme, Diesel, Garnier, Maybelline NY, Eurosport Arabia, Samsung TV/Camera, Nokia, Volkswagen, Nissan, Mango, COTY (Celebrity Perfumes – Beyoncé/Paris Hilton/Jennifer Lopez...), Givenchy, Burberry, Quaker Arabia, Harry Winston, BVLGARI Jewellery, TGV France, Saudi Telecom (STC) - M3com, Orange Networks France, Nike 10k RUN, BBC Persia, Calvin Klein, D-squared perfume, KIA – Hyundai, Al Oula TV, Abu Dhabi TV, Star Academy, Snickers Chocolate ...

References available upon request.

