

# Amanda Abi Rached | CV

## PERSONAL INFORMATION

D.O.B.: September 13, 1988  
Wady Shahrour, Lebanon  
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## CAREER OBJECTIVE

*My experience in the work field so far has gained me many skills as I was in charge of multiple tasks in various industries such as briefing, conception, graphic design, media planning, marketing, budget control, event organization, follow up with production and media. This said, I am currently seeking to improve my skills and abilities through facing bigger challenges in a creative and vision-driven environment.*

## EDUCATION

2014- 2017 **Masters in Information & Communication, Université de Toulon, France**  
2014- 2017 **Masters in Information & Communication, Antonine University, Baabda**  
2009-2010 **BA in Graphic Design, Antonine University, Baabda**  
2006-2009 **BA in Media & Advertising, Antonine University, Baabda (First Class Hons.)**  
1997-2006 **Lebanese Baccalaureate Living Science, Soeurs Antonines Hazmieh/Jamhour**

## PROFESSIONAL EXPERIENCE

2015 – present **Head of Marketing, Citymall, Dora**



- Managing all marketing activities for the mall and within the marketing department.
- Developing the marketing strategy for the company in line with mall objectives.
- Overseeing the mall's marketing budget, yearly plan and objectives
- Creation and publication of all marketing material in line with marketing plans with external agencies
- Planning and implementing online and offline marketing campaigns and measuring results
- Overall responsibility for corporate identity
- Maintain effective internal communications to ensure that all relevant functions are kept informed of marketing objectives.
- Analysing potential strategic partner relationships for company marketing
- Creating event ideas and implementing them from concept to realization
- Coordination with the mall tenants on all marketing and branding activities; support in exposure and upsale strategies
- Coordinate and manage overall shopping mall business including operations, profitability, team management, tenant management, contractor services and marketing and promotional activity.

- Ensuring smooth functioning of the shopping mall, facilitating good environment for retailers business and pleasant shopping environment for customers.

2016 – 2017      **Managing Director, Dance Factory, Dora**



- Launching and managing the communication of the dance school

2014 – 2015      **Marketing Manager, Daouk Beauty Stores, Chiyah**  
IZZAT DAOUK

- Launching and monitoring the new concept store, Hair Lounge, introduced in the market.
- Working on uplifting the brand identity of Daouk Beauty stores
- Managing all marketing activities for the stores and within the marketing department

2010 – 2014      **Marketing Manager, A.N.Boukather Holding, Jal El Dib**



- Managing all marketing activities for the automotive brand with the holding and within the marketing department.
- Developing the marketing strategy for the company in line with mother company's objectives.
- Overseeing each brand's marketing budget.
- Creation and publication of all marketing material in line with marketing plans with external agencies
- Planning and implementing online and offline marketing campaigns and measuring results
- Maintain effective internal communications to ensure that all relevant functions are kept informed of marketing objectives.
- Creating event ideas and implementing them from concept to realization

2011 – present      **Professional Dance Instructor, Dancing with the Stars, MTV Lebanon**



Summer 2009      **Intern, Grey Global Group, Beit Mery**



Summer 2008      **Graphic Designer, Freelance Advertising Agency, Hadath**

## **COMMUNICATION SKILLS**

Fluent in Arabic, English and French. (Spoken and Written)

Level one in Spanish

## **COMPUTER SKILLS**

Advanced Level in: Adobe Photoshop, Adobe Illustrator, Adobe InDesign  
Knowledge in: Adobe Premiere, Adobe Flash & Adobe After Effects  
Proficient in: Microsoft Word, Excel & Power Point

## **REFERENCES**

Available upon request.