



Retail Marketing || Content Creation | Fashion Designing  
Location Preference – GCC Region



## Executive Profile

- A **dynamic professional** offering **nearly 7 years** of experience in Marketing (Online & Offline), Brand Management and Communications
- Proficient in organizing **promotional & sponsorship events** for launch & promotion of the products & retails along with brand identity & in-shop visual strategies that helped in effective & competitive brand positioning
- Delivered excellence in conducting successful **fashion shows, trunk shows & exhibitions** for **world-renowned brands** entailing Brioni, Chanel (Fashion, Beauty & Jewelry), Carolina Herrera, Givenchy (Beauty), Lanvin, Oscar de la Renta, Rolex, Bose, Bang & Olufsen, Elizabeth Arden and so on
- Planning publicity **strategies & campaigns**; liaising with clients & internal teams on budgets, timelines & objectives
- Exposure of working on **online brand promotion campaigns** using social networking & other platforms
- **Technical expertise** entails Oracle, Adobe Photoshop, Social Networking Software, MS Office Suite and Social Media Ads
- Experienced in **conceiving & implementing strategic marketing communications plans** for product based campaigns to gain company's significant traction
- Skilled in managing highly effective **social media content**, message distribution and engagement platform which can diversify the organization's brand messaging channels, increase web visits & conversions
- **Rich experience** in Online Content Creation, Marketing Strategies & Campaigns, Public & Media Relations, Fashion Design, Personal Shopping & Styling, Fashion Show Preparations and Beauty & Cosmetics Marketing
- **Effective leader** with excellent skills to sustain growth momentum while motivating peak individual performances



## Key Impact Areas

### Online / Social Marketing

### Event Management

### Brand Promotion & Launches

### Content Creation / Management

### Client Relationship Management

### Team Management

### Media Booking



## Soft Skills

### Creative

### Innovator

### Collaborator



## Education & Credentials

- **Fashion Design, Day Wear & Evening Wear – Community Classes** from Virginia Commonwealth University, Qatar in 2015
- **B.A. in Marketing** from Hariri Canadian University, Lebanon in 2011



## Career Timeline



May'11 – Sep'11

Aug'12 – Jan'13

Jun'13 – Apr'19

**SARAR**



**DARWISH**  
HOLDING



## Organizational Experience

**Jun'13 – Apr'19: Darwish Holding, Fifty One East, Qatar as Digital Media & Marketing Officer**

### Role:

- Engaged in creating, curating & managing all published content (social networks & websites)
- Devised several reports to update management on the progress
- Participated in the planning of international events / exhibitions such as Doha Jewellery and Watches Exhibition
- Drove online marketing, brand strategy & communications, business development and operations
- Developed & planned promotional campaigns that helped brand earn profit; monitored effectiveness of the company's brand strategies / marketing plans
- Evaluated effectiveness of marketing programs, provided market analysis and insights to senior management
- Created & refined social media profiles to enhance client acquisition, customer service and PR efforts on the web
- Managed social media campaigns and daily activities including online editorials, community-outreach efforts & promotions



## Previous Experience

**Aug'12 – Jan'13: AL-Iktissad Wal Aamal, AL Hasnaa Magazine, Lebanon as Marketing & Social Media Coordinator**

Rendered marketing support for company's events & conferences; engaged in updating social media networks; assessed & edited articles before publishing online in liaison with Editors in Chief

**May'11 – Sep'11: Boutique Sarar, Lebanon as Sales Representative**

Drove end-to-end sales of men's suits, sportswear, shoes & accessories; delivered support in floor moves, merchandising & display; rendered after-sales service



## Extracurricular Activities

- Contributed as **Designer & Founder** of label named **7 Dashes** for graphic shirts & accessories
- Worked as an **Organizer** in multiple beauty pageants
- Recognized as an **Etiquette Tutor** for Workplace Etiquette, Table Manners & Meal Etiquette and Communication Etiquette



## Personal Details

**Date of Birth:** 13<sup>th</sup> August 1989  
**Languages Known:** English, Arabic, French (Intermediate) and Turkish (Beginner)  
**Address:** Westbay, Doha, Qatar