



Micheline Bachour

Nationality: Lebanese

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CV

OVERVIEW

Proficient senior marketing professional with broad retail and corporate marketing experience, encircling strategic planning, qualitative and quantitative research, creative development, interactive marketing, media planning & buying, database / direct-marketing, social media, CRM, events, public relations, sales promotion and visual merchandising. With the skills set to provide creative, innovative, enthusiastic and forward-thinking leadership, in a team environment. Focused on achieving continuous, improved business performance.

PROFESSIONAL EXPERIENCE

2007 – Present

Marketing Manager

Snowball s.a.r.l (Plum) Luxury Retail

Dernaika Holding/Group

Responsibilities:

- Appointed to lead the entire marketing functions.
- Leading the development and implementation of annual marketing strategies resulting in consistent sales increases.
- Driving development and implementation of media strategies that results in improved efficiency and accelerated sales growth and profitability.
- Increased franchisee participation with the international brands in the national and local marketing initiatives.
- Directing developments of business-to-consumer, business-to-business and associate-to-family.
- Marketing activities.
- Establishing and implementation of consumer research, designed to improve results of sales performances pre and post sales promotions.
- Ensuring brand image and standard guidelines are implemented.
- Plan and monitor budget allocation requirements of the communication plan.
- Initiate and negotiation with advertising companies and other media channels.
- Follow up on all PR activities and advertising campaigns including conception, production and customer interface.
- Development & implementation of corporate brand identity for all the companies within the Group.
- Development & implementation of e-com site.
- Creation of PR and sales events based on international guidelines. New brand launchings and opening events for Snowball s.a.r.l and Mono-stores.

(Snowball s.a.r.l)

Upscale International Fashion concept store PLUM.

Mono-brand Stores Lanvin Femme, Balmain, Isabel Marant and Golden Goose Deluxe brand in Beirut Central Down Town District.

2007 – 2011

Marketing Manager

Dernaika Holding/Group

- Managed all marketing activities of the below companies
 - Gustav Pegel & Sohn: Construction & Engineering - UAE.
 - Conbipel: Retail Fashion (1st Year) Lebanon - Dubai
 - Yellow Jacket: Building Maintenance & Management - Lebanon
 - RED : Real Estate & Construction Company

*** All above companies under the same Holding of Dernaika Holding / Group

2005 -2007 Training & Consulting Communication Manager Starmanship & Associates

- Handling of all creative and developments of new training Materials such as Games and Manuals.
- Designed the website with outsourced IT Company with its updates.
- Creation of PR & sales events based on the market needs & developments of new programs catering all clients' categories & sectors.
- Organized special Events & launching of new programs.

2001- 2005 Communication Manager Bou Khalil- Hypermarket-Supermarkets

- Appointed to lead the entire Communication function for more than 7 branches.
- Leading the development and implementation of annual marketing strategies resulting in consistent sales improvements.
- Managed and executed the promotional monthly catalogue (creation of the concept) to boost the sales through creating special offers & promotions.
- Designing internal advertising campaigns & elaborated new corporate branding and media relations.
- Planned marketing strategies and media plans.
- Organized special Events & PR events with suppliers & customers.
- Handling all the POS materials and creation of decorations for special occasions.
- Implemented all the "Merchandising" activities.
- Managed all CRM promotions & activities for the Private Loyalty Card/Program.

Jan 2000 - Dec 2000 District Merchandiser M & P Merchandising & Promotion

- Handling of all official Merchandising Companies for Ericsson.
- Managed all merchandising activities for Ericsson Mobile phones in a specific region.
- Conducted market surveys.
- Assisted the commercial team in customer service.

1998 – 1999 Senior Marketing Executive St-Elie Catering Restorations & Catering

- Managed and executed all related Marketing activities & Sales Operations.
- Conducted market research.
- Designed all restaurant items and promotions such as menus, table tops and flyers.
- Handling of the entire banquet and catering activities.

Sept. 1997 – Nov. 1997 Assistant Manager K.Moussa Entreprises s.a.r.l Buildings Suppliers

- Research and studies & administrative works

June. 1996 – Sept. 1996 Trainee Intermarkets Advertising Agency

Several assignments and projects as a Freelancer:

- **Graphic Designer**

Business cards, Advertisement & artworks, Creation of E-Ads, Catalogues, Corporate brand identity.

- Implementations of Websites
- Creation of Window Merchandizing and sourcing
- Retail Concepts, Production & budgeting

EDUCATION

2015 – Enrolled to follow a new certification in Digital Marketing Executive at ESA - École supérieure des affaires in Beirut.

Courses related to my job objectives:

- Consumer Behavior
- Promotional Marketing
- Marketing-Fundamentals and Advertising
- Creating advertising Campaign
- Editing & Filming
- Photography
- Distribution
- Statistics
- Finance & Cost accounting
- Graphics & Creativity

Graphics trainings attended at New Horizon, Computer center

- Web Designer – Fromatech

Seminars and trainings

Public Seminars attended at Starmanship & Associates

- "Servant Leadership"- becoming a leader and assist better team relationship
- "Discovering yourself and others"- Covering Customer Care
- "Gold of the Desert King" Experiential learning

1998 Saint – Joseph University

IUT -Mar Roukoz Campus, Mansourieh , Lebanon

BS, Business Marketing and Advertising

CORE COMPETENCIES

- Corporate communication
- Product positioning
- Public Relations
- Graphic design
- Social & Digital media

SKILLS & PERSONAL QUALITIES

- Creative.
- Very good interpersonal skills
- Team Player.
- Work very well in cross-cultural environments
- Problem Solver.
- Excellent Communicator.
- Excellent Negotiator.
- Marketing Oriented
- Analytical Thinking.
- Achievement oriented
- Accountable & Responsible
- Decision Maker
- Leadership.

COMPUTER SKILLS

Excellent computer knowledge in windows and software applications:

Microsoft Excel and Word, Corel Draw, Adobe Illustrator, Adobe Photoshop, Power point.

LANGUAGES

Fluent in Arabic, French and English

HOBBIES & INTEREST

- Reading
- Social media
- Hiking
- Graphic design
- Sky diving
- Food Tourism

DRIVING LICENSE

Available

References & Projects are available upon request