

# Rose Michel Bechara

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  - DOB: 05/09/1975 • Nationality: Lebanese • Status: Single
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## Marketing Manager

- With 20 years of experience in Business Consulting & Marketing management
  - Self-motivated & Dynamic, talented in researching and analyzing markets data as to set the right penetration strategies, across diverse industries and International markets.
  - Key person to orchestrate efficient marketing campaigns based on strong creative approaches.
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## Core Competencies

- Digital Marketing
  - Corporate Strategy & Communication
  - International Business
  - Team Leadership & Management
  - Public & Media Relation
  - Data Analysis & Market researches
  - Financial analysis and reporting
  - Feasibility Studies
  - Innovative Products Development & Launches
  - Products Positioning & Branding
  - Commercial Capabilities
  - Strong negotiation Skills Development of Sales & Training Materials
  - Sales Collateral & Support
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## Professional Experience

**Marketing Consultant** 1/2017 till Present

**Pharmaceuticals Industry, Lebanon**

Having accomplished:

- Product portfolio mapping & recommendations for products/ brands based on changing trends
- Pricing strategies recommendations versus competition
- Feasibility studies & business plans for new brands
- Marketing plans & activation calendars
- Financials & recommendations by brand re P&L
- Trade visibility
- New Website launch: content creation, design, blogs, newsletters
- Launch of SM platforms: Fb, Insta, LinkedIn
- Google adwords & Analytics
- New distribution through E commerce

**Marketing Instructor for Masters, LIU University, Beirut**

Advanced consumer behavior, Marketing management courses.

**Marketing & Business Unit Manager Al Wadi Al Akhdar Dairies, 11/2006 to 7/2016**

**AL WADI AL AKHDAR SAL, ZOUK MOSBEH** – Mega Food Brand owned, marketed and distributed the world over by OBEGI GROUP since 1979.

**On the local Lebanese market:**

In charge of the business growth, brand development & management:

Feasibility studies, product development, packaging creation & design, pricing strategies, distribution strategy, trade visibility, commercial contracts requirements, business and marketing plans, online and offline communication, sales collateral and Public Relations.

## ***On the International markets: Irak, Syria, Europe & USA***

In charge of the brand International Marketing:

Backing up the export managers in targeting the right potential categories per market, market penetration strategies with the adequate mix: Product, Packaging, Pricing, Distribution, Activities...etc

### ***Selected Accomplishments:***

- Developing a brand from scratch, and growing it. Launch of more than 20 products
- Dominating various categories in practically short periods of time
- Business & Marketing development on various international markets
- Taking the business from loss to profit
- Having succeeded in predicting the sustainability of some competitive advantages for the upcoming few years, which made the brand kind of first mover at certain times.
- Supply prices negotiations
- Assumed a lead role in penetrating new markets

**Marketing Manager, Cosmetics Business unit**, 11/2000 to 10/2006

**ABOU ADAL HOLDING SAL, MKALLES** - *Leading distributor of luxury, pharmaceutical & FMCG brands*  
Managing a selection of brands and supervising a 20-person's team of sales and beauticians. In charge of **Yves Rocher** retail chain, **Carita**, **Ingrid Millet & Guinot** institutes and spa's franchisees.  
In charge of various collections selections, marketing plans, advertising, and PR.

### ***Selected Accomplishments:***

- Expanded Yves Rocher client base by 100% by consistently delivering goal-surpassing marketing results and ensuring client satisfaction.
- Succeeded following the Spa's moving trends, and managed implementing the "Maison Mere" Spirit across the 10 Top Spa's in Lebanon (Phoenicia, Metropolitan, Mzaar Intercontinental...)
- Performed customer/market research to identify and capitalize on unmet market needs ahead of the curve.

**Brand Manager for Stendhal & Jeanne Piaubert**, 10/1998 to 9/2000

**SOCODILE SAL, CLEMENCEAU** - *Distributor of High end brand of Cosmetics & Perfumes*

Accomplished the basic job of brand management, ensuring forecasted sales, developing tactical marketing events as to help creating awareness, and creating loyalty programs.

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## **Technology**

**Software:** Photoshop and MS Office (Word, Excel & PowerPoint)

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## **Education & Languages**

MANAGEMENT SCHOOL PARIS PANTHEON 1 SORBONNE, ECOLE SUPERIEURE DES AFFAIRES  
**Doctorate in Business Administration, in process as of 01/2016**

ESA- ESCP EUROPE, ECOLE SUPERIEURE DES AFFAIRES

**Executive MBA, 06/2010**

***Graduated with high honors***

UNIVERSITE SAINT JOSEPH

**BA in Advertising & Marketing, 06/1996**

Fluent **in Arabic, English, French & Italian**

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**Ability to Travel for a regional or global role, References Available upon request**