

# Lilia El Habr

American | Lebanese



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## PROFESSIONAL EXPERIENCE

### YOOX NET-A-PORTER – Business Development Intern – Online Flagship Store

January 2019 – April 2019 Milan, Italy

- Managed the effective implementation of strategic projects; the first being the integration with Richemont and the successful on-boarding of their Maisons
- Maintained ties and worked cross-functionally to manage relationships, interdependencies and blocks on projects
- Presented reports to key stakeholders to identify new decisions, possible solutions and escalate issues which impacted the development and the implementation of agreed solutions

### YOOX NET-A-PORTER – internship as part of MAFED Program

July 2018 – November 2018 Milan, Italy

- Utilized the DESIGN-THINKING approach aimed at developing a new sustainability strategy that would attract the right customers to the YOOXYGEN platform
- Took part in a DESIGN SPRINT workshop to support in building a website that would adapt to the consumers' needs, satisfy existing customers, and increase revenues

### EMAAR International, BeitMisk Beirut — Senior Marketing Executive

January 2015 – November 2017 Beirut, Lebanon

- Liaised with management to deliver high-end presence in 4 exhibitions across Dubai which boosted annual sales by 23%
- Led end-to-end organization of three national multi-day festivals by bringing world class musicians in order to expose the real estate project and drive sales
- Developed integrated digital plans and designed social media strategies with two agencies which generated new leads and increased annual sales by 12%
- Contributed to enhancing the CRM software to identify potential clients in the database which caused a tremendous increase in the footfall online and offline

### M&C SAATCHI MENA — Communication Executive

August 2013 – June 2014 Beirut, Lebanon

- Planned and executed full-fledged campaigns for a diversified portfolio of clients worth \$1.5 Million – for *Banking, FMCG, Tobacco, and Real Estate* (won The Award of Exceptional Communication Campaign)
- Developed and presented communication strategies to existing and prospective clients, customized to their specific objectives
- Carried out quality control of media output to better manage campaign costs and develop projects in-line with the brands' strategic positioning

### BLOM Bank HQ — Senior Communication Coordinator

September 2012 – July 2013 Beirut, Lebanon

- Responsible for coordinating diverse strategic MARCOM plans such as promotional and communication campaigns at a Corporate, PR, and CSR level

## EDUCATION

### Specialized Masters in Fashion, Experience & Design Management (MAFED)

SDA BOCCONI Milan, Italy

January 2018 – December 2018

### Bachelor Business Administration – Marketing and Management

AMERICAN UNIVERSITY OF BEIRUT (AUB) – AACSB accredited Beirut, Lebanon  
2009 – 2012

## OTHER EDUCATION & INTERNSHIPS

**Certified Digital Marketing Professional**  
DIGITAL MARKETING INSTITUTE – Beirut

July 2017

### Strategic and Operational Marketing

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE (LSE)  
Summer program 2009

**AMERICAN UNIVERSITY OF BEIRUT x EDRAAK** (Initiative by Queen Rania Foundation in Jordan) - Lebanon

Online Teaching Assistant

Sept. – Dec. 2014

- Coached and administered the 'Business Communication' course

### LEO BURNETT — Beirut

Summer Internship

June – August 2010

- Prepared extensive presentations with the Strategic Planner for positioning Clients

## SKILLS

- Campaign Execution and Planning
- PR and Media relations
- Design-thinking, Design-Sprint
- Communication Specialist
- Content Creative Strategies
- Influencer Activation
- Social and Digital strategist
- Analytical mind

## INTERESTS

- Sommelier by ASPI 'Mastro Coppiere level'
- Volunteering: AIESEC NGO - New Delhi, India (2012)

## LANGUAGES

- English and Arabic (Fluent)
- French (Proficient)
- Italian (Conversant)