

# FADIA SAFADI GEBRAN

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Married, 2 children. References available upon request

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A veteran of the Communication, PR, & Advertising field in Lebanon, I am on the look-out for opportunities to help others spread their news. Why? Because I can!

## EXPERIENCE

SEPTEMBER 2007 – FEBRUARY 2018

**CORPORATE COMMUNICATIONS MANAGER, CMA CGM**

As head of Corporate Comm. at the 3<sup>rd</sup> largest shipping company, I was responsible for setting up strategic communications objectives, build a solid PR program, internal & external communication tools, media relations, events management & execution, website development, direct marketing tools (press releases, articles, brochures, leaflets, promotional items, year-end gifts, giveaways...)

JUNE 2005 – MAY 2007

**COUNTRY MANAGER, BERUT OFFICE, IMPACT PORTER NOVELLI**

JUNE 2005 – MAY 2007

As head of the largest PR firm in Lebanon, I worked on developing strategic PR programs and corporate consultancy for a wide range of clients; managed a team of 4.

JUNE 2004 – MAY 2005

**COMMUNICATIONS MANAGER, COMIUM SERVICES SARL**

As a comm. manager for a group specialized in Telecom worldwide, my role was to devise, launch and elaborate communication plans in emerging markets, devising tactical programs to gain market share in countries such as Liberia, Congo, Sierra Leone, Togo, Mali, Iraq, Armenia and Saudi Arabia; managed a team of 2.

JANUARY 2002 – MAY 2004

**COMMUNICATIONS UNIT MANAGER, LIBANCELL**

As a Comm. Unit manager at one of the 2 mobile operators in Lebanon, I was responsible for developing and elaborating the corporate communication plan, formulating tactical programs to approach stakeholders to ensure optimal coverage and conveyance of key messages; (budget of \$4-6M), managed a team of 3.

AUGUST 2000 – DECEMBER 2001

**ACCOUNT DIRECTOR, MEMAC/OGILVY & MATHER**

JANUARY 1995 – JULY 2000

**ACCOUNT DIRECTOR, IDEES & COMMUNICATION DDB**

JUNE – DECEMBER 1994

**ACCOUNT DIRECTOR**, INTERMARKETS ADVERTISING

MARCH 1992 – MAY 1994

**ACCOUNT MANAGER**, PIMO GROUP (ASSOCIATE OF LINTAS WORLDWIDE)

NOVEMBER 1990 – FEBRUARY 1992

**ACCOUNT EXECUTIVE**, IDEES & COMMUNICATION

## EDUCATION

2000 - 2002

**MASTER OF BUSINESS ADMINISTRATION**, ÉCOLE SUPÉRIEURE DES AFFAIRES  
(ESCP-EAP)

Executive MBA, thesis on CSR

1985 - 1988

**BACHELOR OF BUSINESS ADMINISTRATION**, AMERICAN UNIVERSITY OF BEIRUT

Emphasis on Marketing, Dean's Honor's List

*\*MARCH – MAY 2017*

**DIGITAL MARKETING CERTIFICATE**, ECOLE SUPERIEURE DES AFFAIRES

## SKILLS

- Excellent communication skills
- Events management
- PR
- Media relations
- Creative marketing
- Sociable, outgoing, good talker & listener
- Curious, knowledgeable on many fronts
- Go-getter, active, relentless
- Fluent in Arabic, English & French
- Computer literate in Office, Adobe Photoshop & Illustrator

## ACTIVITIES

All outdoor activities, walking, hiking, snowshoeing, travelling, exploring.