

YOUNNA KREIDI

Nationalities: Lebanese - Canadian
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PROFESSIONAL EXPERIENCE

- Jun 2018 – present* **Brand Manager | Meptico sal** | Zouk Mosbeh, Lebanon
Managing Domo Light and Darina including:
- Formulating and implementing marketing strategy across all channels
 - Conducting market research to keep track of competition and consumer behavior
 - Organizing key events including product launches, product offers and exhibitions
 - Coordinating frequently with sales and merchandising teams
- Jan 2011 – present* **Co-founder & communication consultant | Dehab Jewellery Gallery** | Beirut, Lebanon
- Conducted Dehab's feasibility study and developed the corresponding sustainable business model
 - Defined Dehab's brand identity and managing its online presence
 - Developing and managing yearly strategic plan and corresponding budget
 - Planning and supervising PR activities on yearly basis
- Mar 2017 – May 2018* **Account Manager | Levant Communication Group DDB** | Beirut, Lebanon
- Managed a portfolio of key accounts, including Henkel Lebanon (Homecare), Obeji Consumer Products Holding (Food and Dairy), Pepsico Lebanon (Lipton Ice tea, Tropicana)
 - Briefed and managed projects with clients, creative department & digital team
 - Developed integrated marketing campaigns
 - Formulated inbound marketing, focusing on insightful content creation
- Jan 2016 – Feb 2017* **Account Manager | Republique** | Beirut, Lebanon
- Developed online strategies of key brands including Abed Tahan, U Energy, Go by U Energy among others
 - Managed a team of social media executives and liaised with designers to ensure on time delivery of projects, proper coaching, appropriate transfer of knowledge
 - Monitored competition across digital platform
- May 2014 – Aug 2015* **Freelance Project Manager**
Alternative Character | Beirut, Lebanon
Formulated inbound marketing strategy for BLC Bank (including development of SMART objectives, creation of engaging content, and craft of inbound buyer persona) and oversaw execution by community managers.
Groupe SEB | Dubai, UAE
Managed diverse set of digital activations while coordinating closely with the client and the production house, in addition to being a photographer on set.
Moulinex: HKEF - Bake for a cause season III (Sep, 14) & Mother's day (Feb, 15)
Tefal: Actifry Health campaign (Oct, 14) & Ramadan (May, 15)
- May 2009 – Dec 2010* **Senior Media Planner & Buyer | Magna Global MCN** | Beirut, Lebanon
In charge of the planning and buying of Unilever & ETI in the Mashreq region as well as in Sudan and Iraq.
- Mar 2007 – Apr 2009* **Media Buyer | Media Planning Group - Chalhoub Group** | Dubai, UAE
In charge of the buying of L'Oreal – Luxury division, Mango Bahrain and KSA, Etoile Group, Saks Fifth Avenue, Faces, Cobalt Real Estate, Peugeot.

EDUCATION

- Sep 2009 – Dec 2010* **MBA double diploma**
École Supérieure de Commerce de Paris (ESCP)
École Supérieure des Affaires Beirut, Lebanon (ESA)
- Sep 2002 – Jun 2006* **BS in Business Administration**, emphasis: Marketing & Finance
Lebanese American University (LAU)

SKILLS

- Languages** Arabic, English and French
Soft Advanced communication, negotiation and teamwork skills
Computer Microsoft Office, Photoshop
Other Professional Photography – exhibited at Dehab Gallery Beirut, Lebanon