

| **Mira Nouaihed**

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### **Education:**

- **Haigazian University, Beirut (2010-2014):** BBA-Emphasis: Advertising and Communication.

### **Experience:**

- **Grey Beirut (August 2013):** trainee in the Client Servicing Department (P&G).
- **Freelance (January 2014 – July 2014):** handled the online portfolio of various clients. Main clients: Fiesta Group (events planning/entertainment).
- **Community Manager - Born Interactive (July 2014-July 2015):** Social Media Marketing and content Creation for local and regional clients including: managing, coordinating, monitoring and reporting all Social Media projects and campaigns as well as creating content aligned with the brands' guidelines and marketing agenda.
- **Sales Executive – Zomato Lebanon (July 2015 – March 2017):** part of the CST (Client Success Team) and responsible for end-to-end sales processes. Job tasks included: monthly sales forecast, creating customer satisfaction plans to insure long-term business relationships, growth opportunities identification (mainly B2B partnerships), sales leads identification for all product verticals, and managing a wide portfolio of clients and catering to their marketing and advertising needs.
- **Marketing Manager – Zomato Lebanon (April 2017 – July 2018):** responsible for Zomato Lebanon's branding, marketing and advertising strategies, campaigns and activities. Job tasks included: building and maintaining Zomato's local brand image in coordination with the company's global guidelines, managing and growing B2B strategic relationships to achieve desired KPIs, planning and implementing different marketing initiatives ranging between awareness digital campaigns, new product launch campaigns (online ordering), CSR campaigns, and PR events. My job also included creating content for different marketing channels (online and offline), community management, growth opportunities identification and marketing adaptation. I was also responsible for the company's KPIs as per the yearly targets and objectives (Strategic collaborations, website traffic, app downloads, Social Media engagement, UGC on platform).
- **Start-up Consultancy (August 2018 – October 2018):** consultancy freelance project that included (but not exclusive to): brand customization, communication guidelines and plan, sales and marketing assessment and plan, overall guidance.

- **Brand Ambassador – “trace (October 2018 – May 2019):** marketing manager position at a training and consultancy firm providing soft skills training for a diverse portfolio of businesses. Job tasks include: participating in the creation of the brand’s long-term strategy, formulating and presenting marketing objectives and budgets, defining and updating the target consumer personas of different products, conducting competitor analysis on a regular basis, assessing and developing client journeys and engagement strategies, assessing and enhancing the brand’s online and offline marketing practices, ensuring that digital activities support brand building and drive reputation of the brand through social media platforms, and creating content marketing strategies.

**Languages:**

- Arabic (native): excellent, written and spoken
- English: excellent, written and spoken
- French: fair, written and spoken