

RAWAN FARAGE

Email: rawanfarage@gmail.com | Telephone: +961 3 788203

STRENGTHS & PROFICIENCIES

- Strategic market planning
- Market research
- Event planning
- Preparing and implementing marketing campaign

- Communication and coordination
- Team management and collaboration
- Public speaking and presentations
- Time management and prioritization

EDUCATION

- **Lebanese American University** – BS Business Marketing
- **American Community School at Beirut** – High School Diploma

CERTIFICATES

- **Impact BBDO** – How to Get Ahead in Advertising
- **Vanguard** – Business Planning & Return of Investment
- **J. Walter Thompson** – Selling Not Telling

EXPERIENCE

Interesting Times – Account Executive (Beirut, Lebanon)

(April 2019-Present)

Creative and Digital Marketing Agency that specializes in creative marketing solutions.

- Writing creative and project briefs that are derived from the briefs presented by Clients
- Briefing in the creative department on the creative brief
- Reporting on the campaigns progress and ensuring deadlines are met
- Maintaining contact with clients at all stages of the requested projects
- Communicating the clients feedback to the team, and ensuring that their requests are met and amended
- Managing the budgets and invoicing clients
- Following up with campaigns by competitors on a weekly basis in order to deliver competitive reviews

SMLC PepsiCo – Sales Trade Intern (Beirut, Lebanon)

(July 2018 – Aug 2018)

Fast Growing Consumer Goods (FMCG) company that distribute products frequently bought by consumers.

- Assisted the Organized Trade department
- Market visits around various supermarkets and restaurants in Lebanon to understand the differential demands per customer
- Market visits around various hypermarkets across Lebanon to view the various planograms depending on the retailer
- Communicated with various restaurants and convenient stores to record their daily order of products
- Worked with the order entry system and following up on customer complaints

Impact BBDO – Strategic Planning Intern (Beirut, Lebanon)

(June 2018 – July 2018)

A leading regional communications group across the Middle East and North Africa.

- Followed up with numerous trends and happenings that can be implemented in strategies
- Researched various segments and target markets, including:
 - Consumer needs
 - Lifestyle
 - Attitudes
 - Interests
- Studied and analyzed various audiences such as:
 - The different consumers around Lebanon
 - The different consumers around the MENA
- Created various competitive reviews for numerous brands and companies; and presented the reviews to the department
- Conducted and analyzed primary research; such as surveys and interviews

LAU Case Competition - Marketing Strategist (Beirut, Lebanon)

(Nov 2017 – Apr 2018)

Event for students of various disciplines from all over Lebanon to solve some of the toughest business cases.

- Developed a profitable marketing strategy for the event
- Created an action plan for the event (pre, present and post phase)
- Designed digital marketing campaigns for each phase
- Ensured brand consistency on social media platforms