

INGRID BEDOYAN

MARKETING AND COMMUNICATIONS SPECIALIST

TARGET

A challenging position in marketing, branding and advertising consultancy.

PROFILE

27-year-old marketer with 5 years of experience in branding and advertising.
Hardworking, ambitious and multi-tasking with strong analytical and organizational skills.

01.2019 to Present . LE LOOK - EYEWEAR DISTRIBUTION COMPANY, BEIRUT

Marketing, Sales and Communications

- Selects the new collections and needed quantities based on the market requirements
- Handles stock management, from merchandise reception and system entry to regular inventory audits etc.
- Visits the market regularly to maintain a good relationship with clients, analyze their needs and insights and more importantly check the competition's activity
- Prepares orders to clients in close collaboration with the sales team
- Monitors market trends regionally and globally by doing online researches and market visits
- Worked on the repositioning of one brand by uplifting its visual identity and developing its communication strategy
- Works on the POS communication by producing stands and other material (posters, window branding, mirrors...)
- Analyzes sales volumes and works on special offers to promote specific models

06.2017 to 12.2018 . MIND THE GAP - DESIGN AND COMMUNICATION AGENCY, BEIRUT

Project Coordinator Strategy and Communication

- Presented pitches for local and international clients from different industries
- Developed communication strategies for different brands
- Worked on branding projects in close collaboration with design team: from brand architecture, strategy and positioning, to naming, visual identity and launch campaign
- Liaised with clients to identify and define their requirements and objectives
- Submitted business proposals: mission, scope of work, project timeframe and budget
- Acted as the point of contact between all parties: clients, graphic designers, printing and production companies, as well as other third parties such as photographers, copywriters, PR agencies etc.
- Monitored projects' progress and managed the agency's workflow to ensure a smooth work process with no delays
- Worked on content architecture and created website wireframes
- Established strong relationships with suppliers, printing houses and media booking agencies with the objective to have the best offers and packages

01.2016 to 06.2017 . ANDCOLLECTIVE - ADVERTISING AND BRANDING AGENCY, BEIRUT

Communication and Engagement Executive

- Worked on and presented pitches for clients based in Beirut
- Built strategies for brands from different industries
- Maintained a good relationship with suppliers and third-parties
- Worked on rebranding projects, from strategy and visual identity development to launch campaign
- Managed the agency's work flow by organizing weekly internal meetings, tracking projects timeframe via designers' time sheets...
- Wrote briefs, contact reports and weekly status updates
- Launched concept nights and organized events
- Developed activations and campaigns based on clients' requirements and budgets
- Organized and lead brainstorming sessions with both the creative and digital teams

09.2014 to 11.2015 . JOE FISH - BOUTIQUE AGENCY, BEIRUT

Account Executive

- Built communication strategies for the launch of new SKUs, mainly for FMCG products
- Handled rebranding and brand uplifting campaigns
- Met and liaised with clients to discuss and identify their advertising requirements and marketing objectives
- Presented campaign ideas and budget splits to clients
- Worked with PR agencies for specific activations
- Liaised with production houses and photographers for TV and OOH campaigns
- Managed the traffic of jobs in order to ensure a smooth work process
- Negotiated with suppliers, production and printing houses
- Wrote briefs, contact reports and weekly status updates

06.2014 to 09.2014 . IDEO PARFUMEURS, BEIRUT

Project Coordinator

- Worked on raising the brand awareness by organizing a series of PR events
- Prepared all promotional material and displays inside the boutique and pop-ups
- Worked on window displays and merchandizing based on sales and marketing objectives
- Expanded the offering by developing and launching new products and packages
- Optimized the packaging in close collaboration with suppliers and printing companies
- Ensured availability of products and maintained the inventory

PERSONALIA

BORN	1992 - Beirut, Lebanon
NATIONALITY	Dual - Lebanese and Armenian
LANGUAGES	English, French and Arabic
COMPUTER	Microsoft Office, Indesign, Celoxis, SPSS

EDUCATION

Saint Joseph University, Beirut, Lebanon.
Bachelor of Arts in Marketing and Advertising (2013)

Collège de la Sainte Famille Française Fanar, Lebanon
French Baccalaureate, Emphasis in Literature and Humanities (2010)