

# Racha El Khoueiri

## CONTACT INFORMATION

### EMAIL

rachakhoueiri@gmail.com

### ADDRESS

106, 11A, Fanar, Lebanon

### PHONE

+961 3 155079

## LANGUAGES

### English

Proficient

### French

Proficient

### Arabic

Proficient

## SKILLS

- Within my three years and a half working with Burson Cohn & Wolfe, I have acquired an extensive knowledge in studying, developing and executing all aspects of public outreach campaigns to increase media exposure and support/consult with strategic marketing initiatives.

## EXPERIENCE

### Account Manager

**Burson Cohn&Wolf**

Beirut, Lebanon

*October-2015 -*

*Currently*

- Planning Communication Strategies and P.R. Campaigns
- Writing /Translating Content and Media Material
- Crisis Management

### PR Assistant

**IHG**

Beirut, Lebanon

*September-2010 -*

*February-2015*

- Planing and Executing PR/Marketing Activities
- Promote Brand Awareness
- Coordinating with Media - Assisting in Media Planning

### Consumer

**Collecting Team**

**Red Bull Int.**

Beirut, Lebanon

*September-2009 -*

*July-2010*

- Promoted the Brand across Target Consumers
- Assisted the Marketing Team in Organizing Sports - Cultural Events around Lebanon
- Brainstormed Creative Ideas to Reach the Target Consumer

### Trainee in F&B

**Four Seasons Hotel**

Nice, France

*April-2008 -*

*September-2008*

- Rotated across the Main Operating Departments of the Hotel
- Assisted the Michelin Star Chef Didier Anies in the Kitchen during eight weeks

## EDUCATION

### BS in Hospitality

**Management -**

**2010**

- Sagesse University - Academic Certification
- Ecole Hoteliere de Lausanne
- Beirut, Lebanon

### French

**Baccalaureate in**

**Economics - 2007**

- College Louise Weggman
- Beirut, Lebanon