

LINA SEBAALY GERMANOS

16.07.1986 | Lebanese | Kornet Hamra, Lebanon

I am an adaptable and responsible person, seeking a growing career in the marketing field in which I will utilize the organizational and communication skills developed through my work experience

EDUCATION

NOTRE DAME UNIVERSITY
BA in Graphic Design

SAINTS-COEUR BIKFAYA
From Primary till Secondary studies

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
MS OFFICE

Arabic- Fluent
French- Fluent
English- Fluent

CONTACT

03 03 49 53
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REFERENCES

Available upon request

PROFESSIONAL EXPERIENCE

LANDMARK RETAIL LEBANON 2010 - 2019

Senior Marketing Executive

- Preparing and delivering marketing plans within key objectives
- Support in monitoring the spends of the annual marketing budget
- Collaborate with brand managers in preparing budgets and monitoring expenses
- Help review the effectiveness of advertisement promotions and take corrective actions.
- Preparing job order (LPOs) for the jobs required and maintaining a monthly update to the spent vs budget
- Assist Graphic Designer to produce materials of visual impact and within brand guidelines
- Approving samples and negotiating cost
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities

Senior Graphic Designer

- Creating concepts for seasonal campaigns with all respective communication
- Maintain brand consistency throughout all our marketing projects
- Liaise with marketing and design teams to ensure deadlines are met
- Stay up-to-date with industry developments and tools
- Adapting visuals and follow up on floor for all in store changes and installation
- Preparing opening for new stores: external signage, instore materials, plexi works...

PAMCO 2008 - 2010

Senior Graphic Designer

- Creating concepts for seasonal campaigns with all respective communication

- Maintain brand consistency throughout all our marketing projects
- Liaise with marketing and design teams to ensure deadlines are met
- Stay up-to-date with industry developments and new materials
- Adapting visuals and follow up on floor for all in store changes and installation

SIGNS & COLORS July 2008 - September 2008

Internship

- Learning about materials and the installation process for Flex, Backlit film, Vinyl, photopaper, pop up, roll up