

PERSONAL

BEIRUT | LEBANON
12 AUGUST 1986
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EXPERTISE

STRATEGIC COMMUNICATION
CORPORATE COMMUNICATION
POSITIONING & BRANDING
CONTENT DEVELOPMENT
CRISIS COMMUNICATION
CSR STRATEGY
SOCIAL MEDIA STRATEGY
CAPACITY BUILDING
PROJECT MANAGEMENT
GRAPHIC & WEB DESIGN

PROFICIENCY

ILLUSTRATOR	●●●●○
PHOTOSHOP	●●●○○
INDESIGN	●●●●○
DREAMWEAVER	●●●●○
POWERPOINT	●●●●●
WORD	●●●●●
EXCEL	●●●○○
VISIO	●●●●○
ATLASWORKS	●●●●○
CLICKDIMENSIONS	●●●●○
TABLEAU	●●●○○

LANGUAGES

ENGLISH
FRENCH
ARABIC

INTERESTS

TRAVELLING
CINEMA
MUSIC
SPORTS

REFERENCES ARE AVAILABLE
UPON REQUEST

RANA HADDAD

MARKETING & COMMUNICATIONS

PROFILE

Strategic thinker, challenge seeker and hardworking marketing and communications specialist seeking the opportunity to exchange knowledge with a team of experienced professionals, all while leveraging my branding and design expertise, project management and team leading skills.

EXPERIENCE

2017 - PRESENT COMMUNICATION STRATEGIST
Strategic Communication Consultancy (S2C)

POSITION SUMMARY

Specialized in strategic communication, main responsibilities include advising public and private organizations including banking and financial services, technology, manufacturing and educational institutions on how to build and reinforce the positioning of their brand to internal and external stakeholders.

The consultancy services provided comprise the development of tailor-made communication strategies as well as the implementation management, with the objective of securing the buy-in and support of a wide range of stakeholders, immunizing the brand equity and reputation, and reinforcing the internal corporate culture through targeted communication messages and creative initiatives.

2008 - 2017 VISUAL COMMUNICATION SERVICES - TEAM LEADER
Strategy& (formerly Booz & Company, part of the PwC network)

POSITION SUMMARY

As part of the Marketing & Communication team, responsibilities included supporting the firm's brand and reputation, and creating impact internally and externally through appropriate marketing and communication channels.

This consisted of developing and executing branding and communication material, as well as providing service management of marketing and communication activities such as conferences, events and job fairs, newsletter and e-mail marketing, brochures, white papers and keynote presentations, website, blog and social media.

EDUCATION

2019 EXECUTIVE MASTERS IN BUSINESS ADMINISTRATION - EMBA
Sagesse University - Faculty of Business

2008 BA IN PUBLIC RELATIONS & ADVERTISING
Lebanese University - Faculty of Media

2004 LEBANESE BACCALAUREAT - SCIENTIFIC SECTION
Collège Des Pères Antonins