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Languages

Arabic
English
French

Mireille Haber

Marketing Manager at GWR Consulting
Lebanon

Summary

Experienced Marketing Manager with a demonstrated history of working in the investment management industry. Skilled in Web Design, Page Layout, Adobe Photoshop, Corporate Identity, and Invitations. Strong marketing professional with a Bachelor of Arts (BA) focused in Graphic Design from American University College of Science and Technology.

Experience

GWR Consulting
Marketing Manager
May 2017 - Present
Lebanon

- > Collaborating with the organization to develop lead generation and campaign strategies.
- > Executing those strategies with quality content
- > Collaborating with the sales and product organizations in cultivating new markets, driving brand development, integrating new product development, building key prospects and customer relationships.
- > Overseeing the entire demand-generation process: from initial awareness and nurturing qualified leads to hand-off to sales and follow-up.
- > Developing metrics and reporting on effectiveness of marketing programs and campaigns; Improving efficiency and revenue generation (Roi)
- > Getting to know our customers by conducting qualitative and quantitative research to drive messaging, content, offerings, product and solutions.
- > Planning and managing marketing activities, campaigns and events.
- > Managing and directing content creation of client communication.
- > Effectively managing outside agencies when retained for marketing programs.
- > Creating content for social media.
- > Managing all online activities including SEO and SEM.
- > Assisting Sales Team with client presentations.
- > Planning and managing the marketing budget.

- > Prepare marketing strategies alongside other company executives and staff.
- > Deploying successful marketing campaigns and own their implementation from ideation to execution
- > Experimenting with a variety of organic and paid acquisition channels
- > Analyzing market trends and recommend changes to marketing and business development strategies based on analysis and feedback.
- > Overseeing the creation and delivery of press releases, advertisements, and other marketing materials.
- > Designing print ads and publications.
- > Ensuring brand messages are consistent.

Dazzle D

Co-founder | Fiery D

May 2014 - April 2017 (3 years)

Communication Design (Branding, Marketing Tools ...)

Web & Mobile Application Design

Concept Creation

Rafic Gazzaoui & Co.

In-house Graphic designer

January 2011 - January 2014 (3 years 1 month)

- Developing/adapting concepts and designing materials such as newsletters, invitations, advertisements, flyers, vouchers, direct mail, web pages, logos...
 - Promotional Displays design and execution (panels, stands...)
 - Handles/ Collects and archives all digital artwork (illustrations, photos, logos...)
- related to represented brands
- Follow up and coordination on production from concept to implementation

Colorcode Agency

Creative graphic designer

June 2010 - December 2010 (7 months)

- Prepares work to be accomplished by gathering information and materials.
- Plans concept by studying information and materials.
- Developing/adapting concepts and designing materials such as packaging, POS promotional stands, dangler, wobblers, shelf talker, flyers, logos...
- Follow up and coordination on production

Impress Advertising

Graphic Designer
February 2010 - June 2010 (5 months)

Education

American University College of Science and Technology
Bachelor of Arts (BA), Graphic Design · (2005 - 2009)

College Des Apotres
High school , Lebanese Official Bac II, General Science · (2001 - 2004)