

Nadine Nazi

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Date of Birth August 11, 1982

Education

Feb – 2019	American University of Beirut Certificate 35 hrs Candidate PMP	Beirut, Lebanon
2004 – 2007	Lebanese American University MBA	Beirut, Lebanon
2000 – 2004	Lebanese American University BA in Graphic Design	Byblos, Lebanon
1985 – 2000	Jesus & Mary School Lebanese Baccalaureate – Philosophy	Rabieh, Lebanon

Professional Experience

Jan 2017 – Aug 2018	Hilton Hotels Beirut MarCom Manager	Beirut, Lebanon
<ul style="list-style-type: none">• Restructuring of the marketing department• Managing the marketing & communication of Hilton Beirut Habtoor Grand and Hilton Beirut Metropolitan Palace• Develop the marketing plans and creative concepts• Develop the brand & digital marketing strategy• Strategic planning (marketing, PR, CSR) for the hotel's different sections: Food & Beverage, Spa, Rooms and Banquets through promotional campaigns; creation of operational boosters, increase in brand awareness through effective PR activities		
Mar 2014 – Dec 2016	IFP Group MarCom Manager	Beirut, Lebanon
<ul style="list-style-type: none">• Operate as the leading point of contact for all marketing/communication materials pertaining to the Group's different stations (Lebanon, Qatar, Dubai, Iraq, Saudi Arabia, Egypt)• Responsible for strategic direction and execution of all internal and external communications, pre, during, and post exhibition/conference• Develop brand guidelines and ensure consistent adherence to guidelines for all marketing materials and activities• Conduct appropriate market research on competitive services and firms• Provide continuous feedback (<i>monthly and quarterly</i>) about the progress of initiatives and advancement of projects to internal and external stakeholders as well as forecasts for account metrics• Monitor the performance of marcom executives and sets their targets and KPIs• Develop & execute online strategies and social media• Work closely with the COO, General Managers, & Project Managers to develop new campaigns• Assist & guide the team on-ground during the exhibitions/conferences & conduct Exhibitor's and Visitor's surveys• Manage/update the corporate website, and the exhibition's individual websites• Create Power Point presentations for management meetings		

Mar 2013 – Feb 2014 **Memac Ogilvy & Mather**
Account Manager

Beirut, **Lebanon**

- Managing a portfolio brands
- Conducting quantitative & qualitative research, developing analysis, and applying the appropriate strategy
- Establishing action plans to launch new products in the Levant region and implementing it within the budget
- Developing marketing and communication strategies for existing and potential clients under the direct supervision of the Business Director
- Making pitches on multiple accounts for acquiring new businesses

Oct 2012 – Feb 2013 **Rizk Group Havas**
Account Manager

Beirut, **Lebanon**

- Account: JTI (Japanese Tobacco Industry)
- Managing, reviewing progress and delivering the client's advertisement projects
- Conducting meetings with the client to inform them about the current work status of their projects
- Perfecting client servicing skills through briefing, brainstorming & presentations
- Working closely with creative teams, copywriters, printers, other 3rd party suppliers in addition to handling quotations
- Attending and Managing events, concerts, HORECAs 121 activations (Brit Floyd, Keane, Sting, etc) and ensuring the brand's image which contributes in increasing sales
- Delivering ongoing market analysis & assessment of competitors
- Managing the work of account executives and monitoring the ongoing activities
- Producing weekly, monthly and quarterly status reports & KPIs

2007 – Sept 2012 **Credit Libanais Bank**
Advertising & Marketing Executive

Beirut, **Lebanon**

- Coordinating campaigns between advertising agencies, a range of stakeholders, different departments and sister companies of the bank such as the Lebanese Islamic Bank, Hermes Rent a car, Hermes Tourism and Travel, Credit Card Management, Credilease
- Briefing, developing and implementing all artwork BTL & ATL related to the bank
- Enhancing website in coordination with the IT department, creating articles, press releases, newsletters to keep awareness of the new and existing products
- Managing budgets, setting the yearly campaigns, and identifying the communication tools for each campaign
- Handling Quotations to ensure maintaining quality over price
- Negotiating contract sign up with advertising agencies, magazines & newspapers, printing presses, digital medias
- Implementing and following up displaying materials and advertising tools in branches
- Analyzing data from CRM department to target specific customers to provide them with customized services
- Leading coordinated actions between the advertising, sales, product development and CRM teams to increase the bank market-share
- Handling sponsorships, marketing participations, events and exhibitions
- Performing products analysis of competitive banks
- Mentored summer trainees and conducted several workshops for them

2005 – 2007 **Lebanese American University**
Graduate Assistant

Beirut, **Lebanon**

- Advised and tutored students
- Conducted research for full time professors in the Business School
- Assisted professors in the business lab to set and correct exams and models

Sept 2004 **Leogravure, printing press**
Trainee

Beirut, **Lebanon**

- Involved in the different steps of printing: 1) Strategic and Creative work 2) Image, text, and layout setup 3) Prepress, printing, finishing and binding 4) Distribution

Languages Fluent in read, written and spoken English, French and Arabic (native)

Computer skills Microsoft Office (Word, Excel, Access, and PowerPoint) Adobe Photoshop, Illustrator, Quark express

Interests & Hobbies Music, drawing, traveling, sports

References available upon request