

# TAMARA NOUAR



## PROFILE

Fluent in spoken and written English, Arabic, and French.

Team focused person who co-operates and collaborates with colleagues to achieve shared goals.

Active contributor who helps create effective partnerships that meet organizational objectives.

Participated in camps as camp counselor for children of the army with Offre Joie, French non-profit organization.

## CONTACT

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## EDUCATION

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MARKETING

#### DEAN'S HONOR LIST

American University of Beirut (AUB)

Oct 2009 / Jan 2013

♥️ Beirut, Lebanon

### GENERAL SCIENCES

#### GRADUATED WITH HONORS

Jesus & Mary School Lebanese Baccalaureate

Oct 1995 / Jun 2009

♥️ Cornet Chehwan, Lebanon

## WORK EXPERIENCE

YEARS / TIME FRAME

WHERE

### SEPT 2016 / PRESENT

**MANAGING PARTNER** at Deltavision

♥️ Lebanon

- Co-managing the day to day activities of a Ten Million US Dollar turnover company that operates on a regional level and employs a team of 40 people.
- Established and managed a new customer service and after sales services department that addressed a flow in client satisfaction.
- Solely handled the relationships with the representatives of the 15 global brands the group represents in Lebanon, while setting strict procedures that ensured the respective brand standards and brand requirements.
- Main brands acquired and represented: Bowers & Wilkins UK, Sonos USA, Artcoustics Denmark and many more.
- Actively maintained relationships with key stakeholders and key personnel within contracting and architecture firms, through attending social events, international exhibitions and networking.
- Participated and represented Deltavision in international shows displaying innovative audiovisual technologies.
- Developed strong relationships with suppliers while handling negotiations of all new contracts and special discounts.

### DEC 2014 / AUG 2016

**MEDIA EXECUTIVE** at Havas Media (Chalhoub Group)

♥️ Dubai

- Handled all communication with LG electronics from (May'15- Jul 16') related to their Air Condition line of products, while working on media plans, booking campaigns, tracking their execution and presenting post-campaign studies.
- Part of a regional and global HAVAS team that presented, pitched and secured one of the group's largest clients AXA Insurance.
- Handled AXA Insurance media planning and buying requirements across the UAE.
- Tasked on a four-month assignment to follow up on Hyundai Motor campaign success metrics and research media strategy.
- Handled audiovisual campaigns for several key accounts: LG Electronics, Emirates Airlines, Al Dar Properties and AXA Insurance.
- Met regularly and built effective relationships with media vendors to discuss deal packages and negotiated booking of advertising spaces.
- Developed media plans, pre-evaluated them and launched the campaigns.
- Monitored ongoing campaign performance, ensured proper campaign execution and rescheduled missed spots and insertions.
- Prepared strategic post-campaign analysis and provided recommendations for future initiatives.

### AUG 2014 / NOV 2014

**TRAINEE** at Pencil - PR

♥️ Dubai

- Worked on and presented the marketing strategy and creative brief study for the Emirati designer Fatima Al Fardan and handled all operational activities required to launch her first clothing line.
- Liaised on a daily basis with clients and prepared regular client reports to discuss targets.
- Researched events venues and negotiated offers based on budgets.
- Proposed concepts and ideas to clients for media and VIP events.
- Attended and promoted client events as well as coordinated the set-up of the venue according to the client's vision.

### JUN 2013 / JAN 2014

**COMMUNICATIONS EXECUTIVE** at Zuhair Murad Designer House

♥️ Lebanon

- Managed Facebook posts and launched alongside Communications manager first official Instagram account in August 2013.
- Booked prototype dresses for international PR agencies.
- Monitored print and online press mentions of the designer.
- Organized the VIP Guest list and executed the online and print invitations for the S/S 2014 Haute Couture Fashion Show in Paris.