

CHRISTELLE BARAKAT RAHME



WORK EXPERIENCE

- Jan 2019
Present
- PR & Marketing - Solicet** ♥ Lebanon
- Developing marketing campaign for events, product and services' promotions and activations.
 - Developing detailed proposals for events (including timelines, venues, suppliers, sponsors, media coordination and budgets).
 - Managing and coordinating all event requirements for local events and international shows.
 - Researching opportunities for new clients and events.
- Apr 2018
Sep 2018
- Research Assistant (Internship)- Médiamétrie** ♥ France
- Conducting market research and analysis for international clients.
 - Monitoring international youth programs' performances and trends.
 - Following-up on requests from international clients (channels, production and distribution companies, toy licenses, etc.) in direct contact with research executives and account managers.
- Mar 2016
Aug 2017
- Operations & Communications Manager- Feedeed** ♥ Lebanon
- Feedeed.com is an online matching platform, aimed to help businesses by providing them with access to an exclusive community of handpicked experts, on-demand.
- Strategic improvement of operations and processes.
 - Clients and freelancer relationship management.
 - Talent recruitment and management.
 - Online and offline content management (Website, Blog, Social Media, Marketing Materials).
- Oct 2015
Feb 2016
- PR & Marketing - BDL Accelerate** ♥ Lebanon
- Part of the organizing team of one of the largest startup conferences in the Middle East and North Africa, with over 7,000 attendees over 2 days, 2 stages, 2 hackathons, 2 startup competitions, 2 workshop spaces, featuring over 100 speakers, 100 startups, and 100 exhibitors from 51 different countries across 6 continents.
- Apr 2015
Sep 2015
- Trade Marketing Specialist - InMobiles** ♥ Lebanon
- Responsible for all the marketing activities across the different products (Mobile Apps), services (Telecom Services) and countries (mainly MENA Region), in line with the overall Company objectives:
- Strategic planning of annual and long term marketing plans.
 - Development and implementation of Marketing Campaigns and cost effective promotions both offline and online.
 - Market research and Study (Market trends, competitors' activities, target markets, etc.).
- May 2013
Jul 2014
- Senior Account Executive/PR - Grey Group** ♥ Qatar
- Management of the agency's largest accounts, serving as the primary liaison between agency staff, client marketing teams and outsourced vendors; Clients from diverse sectors included transportation (Qatar Rail), Pierre Herme Paris (food outlet), Hassad Food (government), Qatar Petroleum (oil and gas), HP (electronics).
- Design, planning, and implementation of events including press conferences and product launches.
 - Consultation to clients on public communications and focused messaging.
 - Handling of clients' media relations and stakeholder relationships.
- Aug 2012
Aug 2011
- Marketing Trainee - Sanita (Indevco)** ♥ Lebanon
- Developing website content for more than two consumer goods brands.
 - Online and offline campaign support.
 - Supervising merchandise displays at various points of sale, as well as contribution to decision-making processes for goods selection for promotion and display.



CONTACT INFORMATION

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EDUCATION

Masters: Marketing Digital Et Réseaux Sociaux-2018

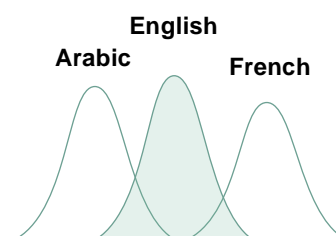
Sup De Pub (Groupe INSEEC) ♥ France

Bachelor: Business Administration (Marketing)-2013

Université Saint Esprit de Kaslik (USEK) ♥ Lebanon



LANGUAGES



CERTIFICATES

Google Analytics Certificate
December 2017



SKILLS

