

Samar Abdul Karim

Marketing and Communication

Female



Beirut, Lebanon



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ABOUT ME

Accomplished, Senior Marketing Professional with Retail marketing experience, encompassing strategic planning, qualitative & quantitative research, Interactive marketing, creative development, media planning & buying, Database /Direct-Marketing, Public Relations, Sales Promotion and Visual Merchandising, with the ability and skill set to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment. Focused on achieving continuous, Improved Business Performance.

EDUCATION

(1995 - 1998) Communication Art

Lebanese American University

EXPERIENCES

(January 2018 – Date) Foodies Inc, Lebanon

Marketing Consultant for 2 Restaurants Concepts

- Define brand & marketing objectives and strategies
- Manage different types of agencies (PR, Corporate and Social Media) & ensure KPI's deliverables.

(August 2013 – Oct 2017) BHV-ADMIC, Lebanon

Head of Marketing and Communication

FASHION, COSMETICS, 2 CONCEPT RESTAURENTS, BEACH RESORT (SUMMER SEASON) DECO, HOME APPLIANCES, CONSUMER ELECTRONICS, MOBILE COMMUNICATIONS, AND ACCESSORIES

Responsibilities:

- Define brand & marketing objectives and strategies
- Set corporate communication strategy , vision and Budget
- Managing different CSR initiatives & activities
- Analysis of ROI based on set KPIs to identify opportunities and area of improvement
- Handling marketing communication plans and execution for brands launches
- Manage different types of agencies (PR, event, Corporate and Social Media) & ensure KPI's deliverables.

Achievements:

- Designed and implemented innovative marketing plans including digital media, emails, and featured product communications, growing business from 0 to 40% of gross sales.
- Created a yearly seasonal Promotional Campaigns with increase with 30 % in Sales
- Re-launched Loyalty Program better Service and increased Data Base with 20 % Membership.

(June 2012 –to June 2013) QTEL –ASICAELL Telecom, Channel Trade Animation Manager -Erbil-IRAQ

Responsibilities:

- Ensure that trade marketing projects are executed on time and that satisfaction of internal and external stakeholders, partners and clients are met.
- Leading development of Trade Marketing strategy to achieve defined business objectives across sales channels & Marketing product categories.
- Negotiating business deals with our Franchisee for Iraq market and Retail opening Stores in Iraq

Achievements:

- Visual Merchandising Concept Store by Opening Retail Stores in Iraq and achieving sale with 15 % increase in new Chanel Stores.
- Increase 15 % sales orders with distributors in Iraq with New Promotional Activities and Branding In stores

LG Electronics (September 2010 –March 2012) TV&ENTERTAINMENT, HOME APPLIANCES, CONSUMER ELECTRONICS and MOBILE COMMUNICATIONS

Brand Marketing Country Manager –Lebanon-LEVANT

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LG Electronics (September 2010 –March 2012) TV&ENTERTAINMENT, HOME APPLIANCES,MOBILE & CONSUMER ELECTRONICS Brand Marketing Country Manager –Lebanon-LEVANT

Responsibilities:

- Set Corporate Communication Strategy, Vision and Budget.
- Handling LG Products Categories, Brand and Marketing Communication,PR and CSR
- Coordinate with Business Products Units/Sales ,Set Brand Strategy for each Division, Yearly marketing Calendar with recommended promotional calendars in order to reach Sales Target
- Handle LG Distributor and Dealers ,from Brand ,Budget,Retail Store Concept and Promotion Activities

Achievements:

- Created Brand Retail Store Concept/Visual Merchandising and achieved LG in store KPI's with Increase of 5 new Chanel Stores.
- PR : Re launched LG Media Club with new policies and quarterly Activities, increased Brand Awareness coverage and features and achievement over 100 % PR set Yearly target.

(Jan 2008 to May 2010) Chalhoub Group-Retail Department Marketing Manager- Dubai UAE

Responsibilities:

- Marketing and Communication Strategy, Media Planning, Print, CSR, TV and Online with implementation for 30 Brands and 10 Stores.
- Preparing yearly promotional calendars with implementation, teams management, stock level management, customers loyalty tools development
- Handle Loyalty Program /CRM and Data Base based on Regions (Marketing for Loyalty Program)

Achievements:

- Created and maintained company website, designed layout, updated content and product descriptions leveraged Google search engines to increase revenue
- Assist in restructuring Marketing Department with set goals and corporate objectives with internal team building and set structure and time management skills.

(January 1999 – Dec 2007) Nestle Food Service Dubai UAE Sales and Brand Executive

Responsibilities:

- Developed and evaluated the annual strategic business plan process which includes the organization/structure, ATL campaign, the BTL activities, events activities and annual Budget and the in-store visibility initiatives.
- Coordinated closely with the sales team, align on common projects especially in store and visibility initiatives
- Tracked competition and market developments to proactively adapt plans and strategic directions quickly & effectively.
- Monitored thoroughly the financials, marketing budgets and investments and developed the brands image/attributes and market share

Achievements:

- Prepared and execute brand marketing plans and increased market share by 20%.
- Developed 360 degree business strategies including brand positioning thru retail distribution strategy, promotional materials, PR and communication plan and increase in distribution channel by 40 %.

SKILLS

- Marketing and Communication Expert
- Budgeting and Forecasting
- Strategic Planning
- Digital Marketing
- Search Engine Optimization Expertise
- Talent Management
- Analytical Expertise
- Measuring the ROI of soft skills