

# Rima Isho

## MARKETING AND COMMUNICATION

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### AREAS OF EXPERTISE

Communication Strategy  
Team Leadership  
Consumer Experience  
Digital Marketing  
Brand Development

Business Development  
Brand Activation  
Field Marketing  
Social Communication  
Relationship Marketing

Brand Engagement  
Shopper & Experiential Marketing  
Media & Conventional Advertising  
Project Management  
Driving Efficiencies

- Now looking to make a continued significant contribution within the Marketing and Communication fields.

### PROFESSIONAL EXPERIENCE & HIGHLIGHTS

#### **DIRECTOR OF MARKETING & COMMUNICATION**

**Hachette-Antoine** – Beirut, LEBANON | Jan 2019- Jan 2020

- In charge of the global Marketing and Communication for the publishing house, including all tactical releases be it educational or commercial related and on a corporate level.
- Actively re-positioning the house and its assets, driving the social platforms.
- Leading on retail universe with a focus on consumer experience.
- Learning about the new world of publishers and books!

#### **COMMUNICATION LECTURER | 2018 - Present**

- **ALBA/ Balamand** | 2ND Year Bachelors and Master's
- **USJ/ IGE** | 3rd Year Bachelors and Master's
- **NDU- USJ- AUST – ALBA** | Public Speaking & workshops

#### **COMMUNICATION & BUSINESS DIRECTOR**

**Geometry Global / Memac Ogilvy** – Beirut, LEBANON | 2009 - 2018

**Activation Strategy – Business Development – Maximizing profits**

- Launched OgilvyAction (currently Geometry Global) in Lebanon, the global activation arm of Ogilvy that focuses on creating purchasing behavior utilizing a discipline-neutral mix of communications services that connects brands with consumers at key moments of truth. Was based in Lebanon, with a team overlooking 5 markets (Lebanon- Jordan- Morocco- Syria- Iraq) specifically on BAT and KC.
- While leading on Geometry Global, I also ran the Communication/Business Director position for both Advertising and Activation disciplines at Memac Ogilvy. Overlooking the entire operation, selling cross-services to clients, working closely with the MD on new business, forecasting revenues and profit margins, analyzing budgets, devising plans for clients, creating a motivating environment for the team to flourish and meet their set objectives, and establishing a strategy for awards in a series of regional creative shows.
- Main Clients: Zain Telco, BAT, Kimberly Clark, Unilever, P&G, AUB, ABC department store, Hoffman La Roche, Lactalis, Kraft Foods, Volvo, Nissan, Grohe, Coca-Cola, UNDP, USAID, UNICEF, Fromagerie Bel, Qi Card, Pringles, City Mall, Grohe, Ministry of Tourism, Casio, Philips...

#### **REGIONAL ACCOUNT DIRECTOR**

**Memac Ogilvy** – Beirut, LEBANON | 2007 - 2009

- Managed the Portfolio of clients with the support of the client servicing team, had the complete responsibility for the management of the group of accounts, while setting the long-term vision for the business. Was the sole responsible for the quality of the agency's relationship with major clients. Actively led new business pitches, from initial preparation to final presentation.
- Clients: Comium, BLC, Stolichnaya, Puma, KC, LG, AMEX, DHL, Wise.
- Employee of the year - 2007

## ACCOUNT DIRECTOR

**Memac Ogilvy – Beirut, LEBANON | 2005 - 2006**

- Acted as the Business Director's first port of call on all questions relating to the business while leading the Account Management team, and being the primary manager of accounts. Responsible for smooth running of the accounts while ensuring the quality of the agency's product and inspiring the highest standards in my team members.
- Clients: Pigier, Kraft Foods, Stolichnaya, Puma, KC, Gillette, IBM, AMEX, DHL, OMSAR, USAID, BLC Bank, Caritas Migrant, New Ounsa, Bank of Beirut, GS Stores and brands, BIT bank...

## ACCOUNT MANAGER

**Memac Ogilvy – Beirut, LEBANON | 2000 - 2004**

- Demonstrated a comprehensive understanding of the key elements of the communications mix and their potential to deliver brand messages at various contact points. Executed 360 Branding strategies and all elements of Brand Stewardship toolbox. Acted as the client's day to day contact for all strategic and creative issues while ensuring a strong client relationship. Demonstrated strong selling skills as well as thorough project management and leadership.
- Clients: KC, Unilever, Nestle Foods, Lebanon and Gulf Bank, Kodak, InterContinental Le Vendome, InterContinental Mzaar, Crowne Plaza, City Furniture, Etoffes Et Maison, Mednet, Axa, The Guardian, Kurban Travel, Avis, U fly online.

## ACCOUNT EXECUTIVE

**Memac – Beirut, LEBANON | 1997 - 1999**

- Assisted line managers on the day to day business, ran reviews for all product portfolios twice a year, developed campaign briefs and assisted in research, presentations and pitches.
- Clients : KC, GSK, Mcvitie's, Mattel, Inter-Continental Le Vendôme.
- Employee of the Year 1997

## PLACEMENT OFFICER

**Notre Dame University – Keserouan, LEBANON | 1996**

- Operated the office while liaising between students and the corporate world
- Developing opportunities for trainings and recruitments for students
- Ran series of workshops and conferences

## JUNIOR ACCOUNT EXECUTIVE

**Pro'ad - Part timer – Beirut, LEBANON | 1993 - 1995**

- Juggled between studies and work in order to gain some experience in the actual world of advertising
- Assisted and reported to my line manager on day to day tasks

## EDUCATION

**IPA EFF certificate – London UK | 2018**

**International Diploma in Management with Merit | University of Cambridge UK | 2006**

Higher Professional Level in Strategic Management

**BA Advertising & Marketing | Notre Dame University – Keserwan, LEBANON | 1996**

**Lebanese Baccalaureate | Brumana High School – Metn, LEBANON | 1992**

## PROFESSIONAL DEVELOPMENT

Circus Street Digital	2018
Leonardo	2015
Experiential activation	2014
Online social learning module 1 – 2	2013
Social@ogilvy	2012
Ogilvy Essentials	2011
Fusion Workshop	2011
Third Wind Conference	2010
OgilvyAction (1 month in Dubai)	2010
OgilvyAction 12 modules (online)	2009-2010
OgilvyAction workshop	2009
Digital Thinking	2009
How to win New Business	2008

Finance for non-Financials	2007
Advanced Management Skills	2006
Online Cambridge Strategic Management	2006
Ogilvy MDP- Management Development Program (2 years)	2005-2006
Team Building	2005
Ogilvy Introduction to 360	2001
Ogilvy Better, Bolder, Brighter	2000
Strategic Planning	1998
Ogilvy Master Class – Bahrain	1997
A guide to Creative briefing	1997
Ogilvy Post Graduate Training Program	1996