

Rudy E. Tabcharani

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PROFILE

- Marketing and communication professional specialized in customer-centric and data-driven communication
- International work and education experience (Canada, USA and Middle-East)
- Polyglot (English, Arabic, French and Spanish), with 15+ years of experience in marketing, brand management, communication, loyalty, consumer engagement, digital marketing and brand building
- Project management expertise associated with diplomatic negotiation skills recognized by my peers
- Entrepreneurial spirit oriented toward achieving results and overall performance while fostering working methods that encourage innovation, talent development and successful projects completion.

PROFESSIONAL EXPERIENCE

Marketing and Sales Consultant, Beirut - Lebanon

2017 – Present

Lynx Distribution Company, Airstar, Watercenter, Quickjobs, Ecofiltro, Profitech, OUT, Edulibano, Roboduct, Blackink...

- Develop and align corporate and product marketing and communication plans and help internal teams to respond swiftly to the dynamics and changes of the market
- Manage social media account insuring congruent and value-driven content relevant to the audience
- Manage the relationships with partners to strengthen the position of my clients vis-à-vis their audience
- Fill a business strategy advisory role and support multidisciplinary teams
- Set marketing strategy, winning tactics, and analyze sales data to identify opportunities
- Manage product categories portfolio and integrate through the product life cycle
- Exceeded 2018 sales targets to date by 52% for Airstar

AIMIA Canada Inc. - Aeroplan, Montreal - Canada

2014 – 2016

Consultant, Partner Marketing

- Managed marketing and communication strategies for a portfolio of 12 partners (Avis, Hertz, Costco, Starwood Hotels and Resorts, Expedia, Star Alliance, Advantex, Park'N Fly, Park & Jet, Montreal Airport, Canadian Red Cross, Heart and Stroke Foundation)
- Ensured message and branding consistency in social media content and platforms
- Participated in Big Data analysis with the analytics team: design and execution of personalized campaigns with relevant targeting and versioning, reaching different target communities (e.g. 112 bilingual versions)
- Planned and delivered 3 Aeroplan campaigns (budget: \$ 250K, turnover ± \$ 10M): digital and traditional media (increased awareness of the partnership by 32%)
- Written and edited social media posts for immediate publication

MOSAIC - experiential marketing, Montreal – Canada (Contractual)**2013****Account Manager, WALTER Surface Technologies (budget: \$450K)**

- Managed resources (team of 14 event coordinator and partners)
- Contributed to the strategy, planning and execution of an experiential marketing project including the digital marketing aspect
- Lead content creation, account management and customer experience (B2B and B2C)

Municipality of Saint-Hyacinthe, Saint-Hyacinthe – Canada (Contractual)**2012****Marketing and Communication Consultant**

- Redefined the identity of the brand and built the strategy and communication plan (+10 000 new visitors | +6% of visitors from Montreal)
- Managed and implemented the communication plan (budget: \$120K): TV, radio, web, local & regional print media and below the line material
- Organized and executed promotional activities on local radio and the web (organization website, Facebook and Twitter)
- Pitched and won event sponsors

TBWA\RAAD, Abu Dhabi**2009 – 2011****Account Manager**

- Managed 10 pitch projects to acquire new business
- Managed a portfolio of key accounts (team of 3 executives): TDIC, Abu Dhabi Grand Prix, Etihad Airways (+30% in the number of travelers), Khalifa Fund (+62% awareness)
- Ensured the conception and deployment of client's strategy and coached teams to execute communication plans

WUNDERMAN, Dubai**2007 – 2009****Account Manager**

- Collaborated in the conception and execution of major projects (Masafi, Phillips, Siemens, Gaggenau): branding, packaging development, 360 degrees advertising campaigns and experiential marketing events
- Orchestrated and coached all teams involved (creative teams, production, strategy, billing, promotional agencies and clients): overachievement of \$300K in 2007

FOODCO, Abu Dhabi**2004 – 2007****Brand Coordinator**

- Managed 12 brands and 280 SKUs including Pasta Zara, Virginia, F Tissues, Chef Chtaura, Hafeet, Menz & Gasser, PAK (2006 sales: \$60M)
- Participated in the launch of four new products: feasibility study, market research, product development opportunities, marketing and communication plans
- Ensured liaison with the sales team and motivated them by presenting new projects and sales tools in line with marketing strategy
- Managed campaigns with advertising, media & promotion agencies, and worldwide suppliers (USA, Europe, Middle East, Asia)

EDUCATION

BS in Business Administration and Management

1999 – 2003

State University of New York, Empire State College, New York

TRAINING

- PMP certification training (PMI Montreal, 2016)
- Diploma in digital marketing (The Shaw Academy UK, 2016)
- Social media analytics, mobile marketing, brand identity and archetype, marketing analytics and acquisition models, SEO, Google adwords, Facebook and Twitter marketing, digital remarketing, corporate PR (Aimia Canada Inc., Montreal, 2015)
- Media and public relations (Challenge Media – Morin Relations Publiques, Montreal, 2012)
- SEO, social media for business (Uniseo, Montreal, 2012)
- Marketing plan conception and execution, sales management (Oxford Learning Lab, online, 2012)
- Problem solving and decision making (The Holding Group, Dubai, 2007)