

RANA GHRABI

BUSINESS DEVELOPMENT MANAGER

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EDUCATION

2000	Bac II- Philosophie - Notre Dame de la Paix
2000 – 2004	Advertising & Marketing - University of St Joseph -ESIB
2004 – 2007	Business Administration- American University of Science & Technology - AUST
2006	Special courses in graphic Design - New Horizons
2012	Online Fashion courses in Milano Fashion Campus
2013	Online Events Management - Coursera

LANGUAGES

Arabic, English, French & basic Spanish

WORK EXPERIENCE

STEPTURE - Business Development Manager- Iraq, Erbil.

April 2019 – March 2020

Stepture is the exclusive distributor of luxury perfume and cosmetic's brands in Iraq. It is the Leading

Partner for Luxury across all Iraq, in Retail and in Distribution for Dior, PUIG group, LVMH fragrances, Acqua

Di Parma, Aspel, and Ice watch.

Responsibilities:

- Work on market study /research and seek new opportunities in Iraq Market.
- Develop strategies and Marketing campaigns to enhance sales in respect to the brand guidelines of each.
- Business plans for new competitive brands that suits Iraq market and consumer demand.
- Opening new markets in different cities to increase sales and profit on the company.
- Carry out other tasks and projects as necessary for achievement of key goals and as directed by the CEO.
- Communicating with LVMH/PUIG by giving timely effective reports and presentations of the situation.
- Ensure application of the marketing calendar activities in Iraq by communicating with all departments

RED DEVELOPMENT - MARKETING CONSULTANT- Lebanon, Beirut.

May 2018 – February 2019

RED development- THE BRIDGE is a world-class entertainment complex that offers a wide range of leisure Venues.

Responsibilities:

- Work as an independent consultant with the Marketing department of THE BRIDGE.
- Provide written documents and verbal presentations for each venue to guide the creation of new marketing plans and strategies.
- Recommend specific marketing approaches and spending budgets to achieve the desired sales goals
- Come up with new products and service offerings to increase shares in new or existing venues.
- Assist marketing manager and social media manager in coming up with focused tools.

FTC - MARKETING MANAGER- Lebanon, Beirut.

March 2016 - March 2018

FTC- Food Trends Corporation is the holding company of the famous casual Lebanese Restaurant: Leila

Responsibilities:

- Manage the Marketing department that consists of CRM executive and Social Media Executive.
- Develop marketing strategies for the company in Lebanon in line with company objectives.
- Coordinate with various departments concerning the sales activities and developing new service offerings in line with Operations department, Food Safety and Accounting.
- Work on Marketing budget and Marketing activities throughout the year by planning and implementing promotional campaigns, events, CSR...
- Maintain effective internal communications to ensure that all relevant parties in the company are kept informed of marketing objectives.
- Analyze potential strategic partner relationships for company marketing along with following up on all 18 branches abroad in GCC on their Marketing plans and align accordingly.
- Work on a full fledge re- branding campaign and branding guidelines and mirror it in all branches abroad.
- Develop tactical and seasonal campaigns.

TEAM Y&R- YOUNG & RUBICAM- MENACOM GROUP ACCOUNT DIRECTOR

January 2013 - May 2016

WUNDERMAN- MENACOM GROUP ACCOUNT MANAGER

February 2011 – December 2012

ASDAA PR- BURSON MARSTELLER- MENACOM GROUP EVENTS PLANNER & PR

June 2010 - February 2011

CHANNEL DESIGN ACCOUNT MANAGER

March 2007 - February 2010

PERSONAL ACTIVITIES

- Volunteer in Tamana Organization- Granting wishes for children with critical illness
- Tree Planting Volunteer in IBSAR- Initiative for Biodiversity studies in Arid regions
- Scouts summer camp chief NDP Scouts du Liban
- Workshops in different fields:

Phi Management Training (Communicating with Impact- Coaching skills- Decision Making – Problem Solving-Performance Management)

Art therapy workshop, Fashion Stylist & Image consulting, Wedding & events planning

SKILLS

 Communication and customer service skills- Events planning and Conceptualization- Online and Offline Marketing Strategies - Analytical and Conceptual Skills- Creative & critical thinking- Business Intelligence – thorough knowledge in branding- Advertising & PR – Project Management

HOBBIES

Fashion, Traveling, Photography, outdoor activities & Horseback riding.