

Sandra Lattouf Homsy

Communications Manager

St. Georges Street, Daychounieh,
Mansourieh – Metn
Les Residences 273 Bloc A
T 03 449360
E sandralattoufh@gmail.com

Objectives: “Reach the top or die trying”.

Professional Experience:

Communications Manager at Luxury Clothing Company (September 2012 till April 2020):

Responsible for planning, developing and implementing all the marketing strategies, advertising, communication and public relations activities for the company's high end brands (such as Armani, Brioni, Givenchy, Lanvin, Rodeo Drive, Tom Ford and Versace), my work consisted of the following:

- * Setting the yearly strategy and budget for each brand.
- * Preparing the respective media plans in coordination with the local media buying units and media representatives.
- * Preparing yearly budget reconciliations ensuring the marketing activities and pre-set goals are met and achieved.
- * Ensuring all the international guidelines of these high end fashion brands are respected.
- * Working closely with advertising agencies to implement seasonal and corporate advertising campaigns for the company's multi brand store that is Rodeo Drive. This work consists on following up on all stages from conception to photo shooting and post production work.
- * In a very small and selective luxury market, making sure the flagship store has strong brand awareness and a constantly increased brand recognition through each marketing activity.
- * Working on the online and social image of Rodeo Drive by building the structure of its website and implementing a strong social media strategy around it.
- * Preparing openings, fashion shows, media and sponsorship events for some of our represented brands especially Rodeo Drive.

In sum, my work was to ensure these activities help attain a higher Return on Investment for the company.

Customer Relationship Manager at Luxury Clothing Company (July 2010 till April 2020):

Handling a database of 50,000 profiles, I have helped:

- * Create the loyalty program of the company with all its different categories.
- * Train the staff on how to greet the customers and deal with in-store customer complaints and problems
- * Handle all customer complaints about the exchanges, the product misuse, the alteration problems etc.
- * Maintain a healthy relationship with our clients.
- * Work on cleaning the database and keeping it updated.
- * Prepare reports to understand the target audience of each brand, the trends and behavior of our clientele, identify problems and help treat them in a timely manner.

Buyer at Luxury Clothing Company (2010 till 2012):

I have attended buying sessions with the company's brand managers at the world's most famous luxury houses such as Armani, Brioni, Loro Piana and Versace in Milan, Givenchy in Paris and Armani Exchange in New York. I helped:

- * Prepare reports about the needs and wants of our clientele prior to the seasonal buying sessions and I have worked on placing orders and preparing budgetary contracts related to these buying sessions at foreign countries.

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Marketing Communications Manager

Professional Experience:

Senior Art Director at MAC DDB (March 2003 till June 2010)

Supervising a creative team of eight graphic designers and junior art directors, I worked on:

- * Developing full fledge advertising campaigns and helped improve the positioning of brands in different sectors such as Banking, Food and Beverage, Real Estate and jewelry.
- * Creating and developing full corporate identities and branding guidelines for many of the agency's clients.
- * Supervised all creative productions from static to model and celebrity photo shoots, pre-press and printing production, post production retouching, radio spots recording and artwork material preparation.

Education:

- * Masters degree in Marketing from ESA Business School and ESCP-EAP France (2009)
- * DES in Advertising with an emphasis on Art Direction from ALBA, Académie Libanaise des Beaux-Arts (2002)
- * French Baccalaureate from Notre Dame de Nazareth (1996)

Seminars attended: *"Content marketing" organized by Quantico Communications - Singapore (2017)*

"Publicité et Société: Les Nouveaux Enjeux" organized by ESA - Beirut (2006)

Computer Knowledge:

Adobe: Illustrator, Photoshop and InDesign.
Microsoft office: Excel, Word and PowerPoint.
Other: Retail Pro

Personal:

Date of Birth: 29/9/1978, Nationality: Lebanese
Marital Status: Married
Native Arabic and French speaker, fluent in English, beginner in Italian.
Hobbies: Art related activities; photography, drawing, etc. **Other:** Swimming and travelling.