

# Vanessa Daher

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Dubai  
United Arab Emirates

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## WORK EXPERIENCE

Founder  
Bë.root -Beirut

Jun 2016 — Present

- Conceptualization, branding, packaging design, online presence, sales, production and business planning and product development.
- Planning and facilitating workshops and culinary experiences with brands.
- Maintaining PR and exposure within the local and regional wellness, health and food sector.
- Community management.
- Website design and implementation on Wix, uCraft, and other platforms.

Brand and Communications Strategist  
Freelance - Dubai

May 2019 — Present

- Concept creation, including market study, conceptualization, target market research, as well as branding, interior, and menu directions.
- In-store experience, journey-mapping, market research and persona mapping and research.
- Branding and re-branding innovation and strategy consultancy.
- Social media strategy and management.
- Working closely with designers and digital marketing executives.
- Managing influencer collaborations.
- Developing campaigns for UGC and EGC.
- Account management and client servicing.

Director of People and Culture  
Interesting Times – Beirut/Dubai

Sep 2020 — Jan 2021

- Set up the department of people and culture.
- Develop brand strategy to ensure a positive image and the attraction of talent through its external communication, including social media.
- Lead the development of people strategy and initiate internal communications, including newsletter, knowledge sharing, and virtual workshops.
- Facilitate the creation of an effective employee brand and people strategy.

Innovation Strategy Director  
PragmaDoms-Beirut

Jan 2019 — May 2019

- Managing graphic designers and digital marketing executive to ensure alignment with brand strategy.
- Assisting in business development brainstorming and the development of new programs and services, including a new innovation consultancy service.
- Assisting the managing director in brainstorming new business opportunities and models for the company; including, analyzing trends, competitors, and market.
- Facilitating and running Design Thinking, Ideation and Innovation workshops in Lebanon and the GCC.
- Recommending and implementing measures to foster a culture of innovation, engagement, and intra-preneurship.

Account Manager  
PragmaDoms-Beirut

Apr 2018 — Jan 2019

- Designing content, copywriting and community management for three social media accounts.
- Creating strategies for social media, including research, persona development, tone of voice, brand archetype, trends, content pillars and posting strategies.
- Managing the re-branding process, bridging the gap between strategy and design.
- Facilitating brainstorming and creative strategic thinking through the development and delivery of Design Thinking and creativity workshops in-house.

Social Media Strategist  
Freelance - Beirut

Jun 2016 — Apr 2018

- Creating strategies for social media, including research, persona development, tone of voice, brand archetype, trends, content pillars and posting strategies.
- Writing blog posts.
- Designing content, copywriting and community.
- Exploring the potential value of different social media platforms according to the brand.
- Collaborating with influencers and finding marketing and PR opportunities.

## EDUCATION

Masters in Design Innovation  
University of the Arts London (Ravensbourne)

Sep 2016 — Sep 2017

- Thesis topic: Building Design Capability: In what ways can Design Management enhance innovation within organizations and how this aligned with employee wellbeing?
- Graduated with Distinction.
- Selected as the only student panelist on the DMI 'Becoming a Business Leader' Panel.
- Assigned as a mentor as part of a postgraduate undergraduate mentoring program at Ravensbourne.
- Developed strategies for an NGO to attract youth into the organisation.

Bachelor of Architecture  
Lebanese American University

Sep 2010 — May 2015

- Graduated with honors - GPA 3.3/4
- Selected to participate in a full scholarship exchange program with Newcastle University (2016-2017).

## QUALIFICATIONS AND COURSES

The Fundamentals of Digital Marketing – Google Digital Garage

Strategic Thinking – LinkedIn

Life Coach Certification – PragmaDoms

Yoga 200hr TTC - The Yoga Institute

Superfood Cooking Course – PlantLab

Barista Foundation Course - Espresso Academy

## **LANGUAGES**

Arabic: Native Proficiency

English: Full Professional Proficiency

French: Working Proficiency

## **SKILLS**

Computer: AutoCAD, Photoshop, Illustrator, InDesign, Microsoft Office, Mac.

Others: Design Thinking, Content Creation, Graphic Design, Lean Startup, Human-Centered Design, Entrepreneurship and Startups, Creative Problem-Solving, Workshop Facilitation.

## **INTERESTS**

Yoga, cooking, coffee, reading, painting, dancing, photography, holistic health, F&B and hospitality trends and concepts.