

# Joelle Najem

## PERSONAL IDENTITY

- Sex : Female
- Place/Date of Birth : Antelias, 3- Feb-1986
- Marital Status : Married / 3 Children
- Address : Maten, Elissar, Midan Street, Al Saydeh Building
- Phone : +961 3 369426
- Email : [najemjoelle@gmail.com](mailto:najemjoelle@gmail.com)

## WORK EXPERIENCE

### **Head of Communication and Branding- Lebanon and Gulf Bank- March 2015 till now**

- Manage and enhance Banks' Brand image in the branches and ensure brand consistency and full integration within the network
- Coordinate with the Advertising Agency (Design, media, PR...)
- Develop and enrich customer experience in the branches
- Develop and execute Brand Marketing Plans
- Developing and implementing annual communication plans
- Conducting regular competitive and benchmark analysis
- Providing insightful input on all communication projects as well as strategic added value across all communication initiatives and campaigns
- Leverage customer insight data to refine brand marketing by creating tools and systems (i.e.: complaints, feedback, surveys...)
- Identify brand building areas
- Promote uniformity and consistency of brand (promotional items, end of year gifts...)
- Develop uniform brand visuals to support brand promise through all banks' sponsorship and event activities
- Collaborating with Retail support, product development, Marketing communication and PR unit to execute brand designs and ensure successful exposure in the implementation of planned promotional campaigns
- Develop and implement overall sponsorship planning and budget

### **Marketing Coordinator- Federal Bank of Lebanon- July 2008 till February 2015**

- Coordinating in production of a wide range of marketing communications.

- Developing newsletters, brochures, and many other materials related to marketing in coordination with the advertising agency.
- Supervising the production or implementation of marketing materials.
- Executing a wide variety of details that involve direct mail, email broadcast campaigns, marketing events, public relations, customer communications, media advertisements, promotions, and other marketing plans.
- Attending tradeshow, company sponsored promotions and events.
- Managing the Website launching Project
- Managing the social media network of the bank.
- Coordinating all events related to the bank (Branches openings, logo launching, etc...)
- Uniform design for all employees.
- Branches visits.

#### **Marketing Department- FNB (First National Bank) – July 2007 till July2008**

- Promotions and Communication section
- Responsible of Bank promotions and advertisement (TV, Newspapers, Magazines...)
- Assisting in writing, tracking and delivery of press releases.
- Organizing events, press conference and sponsorships
- Media Research, proposals studying
- Organizing all kind of events related to the bank

#### **Marketing Department- Azadea Group – Dubai / Beirut- Jan 2007 till June 2007**

- Responsible of the Brand Oysho
- Coordinate the Shops windows, and the look of the shops from inside
- Responsible of the marketing campaigns related to The Oysho brand (flyers, brochures, ads, etc...)
- Participate in the marketing meetings to brainstorm and formulate the strategies and programs that can enhance the efficacy of selling efforts

### **PROFESSIONAL TRAINING EXPERIENCE**

- **Feb.2011-** Social Media Seminar- “How to Capitalize on its Potential”- **Wydner Coaches**
- **Nov.2009-** Sales Seminar “The Big Kahuna”- **Wydner Coaches** Sales Final Exam: A+

## UNDERGRADUATE WORK EXPERIENCE

**Sales Person**, Ricca Electronics- Jdeideh, Lebanon, from Sep 05 to Dec.06

- Selling computer accessories
- Dealing with different kind of customers
- Working under pressure in order to achieve the weekly target sales

**Agent or Sales Manager** (Freelancer), American Life Insurance (ALICO) - Jal Dib, Lebanon, from Oct 05 to Dec.06

- Excessive training (meet every Monday for review)
- Prepare different insurance offers for different customers
- Meet with different kind of customers
- Learn how to better present our products to customers.

## EDUCATIONAL BACKGROUND

- **September 2011- Till Now**

**MBA- ESA (Ecole Supérieure des Affaires)**

- **March-May 2011**

Cours de Langue- B2 Parler +Préparation DELF- B2

Mission Culturelle Française- Beyrouth

Résultat Exam DELF : A

- **July 2007 Bachelor of Science in Marketing & Advertising – July 2007**  
American University of Science and Technology, Lebanon, An affiliate to the State University of New York, New York, USA, and Villanova University, Pennsylvania, USA.
- **RELATED COURSE WORK:** operations management, business management, business ethics, business law, macro economics, statistics, marketing, promotional strategies and sales.
- **Senior Project:** Launching a three steps facial wash from Garnier in the Lebanese market.
- **Objective:** Analyzing the marketing and the advertising strategies
- **Plan:** Marketing plan (Emphasis on the 4 P's especially the Product) and Advertising plan **Grade:** B+

- **July 2003**

**Lebanese Official Bacc.II with emphasis on Life Science – July 2003**

Lycée Moderne de Metn Lebanon

## **ADDITIONAL INFORMATION**

- **Computer Skill** Microsoft office(Word, Power Point) and internet
- **Interest** Sports, Travelling, Shopping, Dancing(Latino)
- **Abilities and attitude** Have high motivation to learn and develop myself to attain better positions and be a Successful distinguished Business Woman.
- **ISSA Certification (International Sports Science Association) :**  
**Personal Training**
- **Zumba Instructor Certified 2012**
- **MYSTERY SHOPPER- Al Shaya group- Kuwait/Lebanon : Responsible of**  
**the shops (Starbucks, Next, Mother care, H&M, MAC, etc..)**

## **LANGUAGES**

- Arabic Native
- English Good
- French Good

## **REFERENCES**

Available upon request.

**The undersigned hereby certifies that all information given in this document is true, complete, and correct.**