

High caliber marketing officer

Client focused marketing specialist with proven record of implementing successful MarCom plans and Ad campaigns. Reputation for increasing brand awareness and turning around underperforming businesses. Confident leading and influencing teams when required. Multilingual: Arabic, English and French.

Areas of expertise

Brand activation – Marketing Communication – Social Media Management – Events Management – Customer Service

Key Contributions

Aisha's Charms Jewelry Apr 22 – present
Community engagement – Dubai
www.aishas.com

- Engage with online customers.
- Convert leads into sales via e-shop.

Makassed Philanthropic Association Oct 20 – Mar 22
Marketing officer - Beirut
www.makassed.org

- Fundraising campaigns to support the Healthcare – Education – Social Services.
- Social media management (layout, content, sponsored ads, metrics reports).
- Creative briefs, production of promo videos and virtual tours.
- Organize the social events and commercial exhibitions.
- Supervise the market research to evaluate the brand's position.

International Gemological Institute IGI Mar 19 – Sep 20
Marketing officer - Dubai
www.igi.org

- Supervise the digital media campaigns for brand awareness and to generate new leads.
- GCC Jewelry Exhibitions: Dubai – Sharjah – Abu Dhabi – Al Ain - Bahrain & Oman.
- Coordinate with the education trainers to support the classes' materials and students' inquiries.
- Organize graduation ceremonies (certificates, catering, giveaways, social media coverage).

Gulf General Trading Company Jan 15 – Feb 19
Marketing Officer – Kuwait
<http://gulf-fashion.com/> - <http://alviraluxury.com/> - www.saracollection.com

Alvira Luxury Accessories – Sara Collection Accessories – Zen Diamond

- Monitor social media campaigns to launch new collection.
- Liaise with social media influencers to promote new Collection.
- Develop seasonal events following the PR calendar.
- Affiliate marketing, cross selling e-commerce sites (www.taw9eel.com - www.boutiquaat.com)

Gulf Business Services Group KANEE

Jan 10 – Dec 14

Marketing Coordinator – Kuwait

[/http://kanee.com/](http://kanee.com/)

- Rebrand the Corporate Identity of the company.
- Write, dispatch articles in the local press and clipping reports.
- Design and production of PR materials: company profile, leaflets, posters, flyers.
- Reinforce the Internal Communication for a cohesive culture amongst employees.

Education

MA Mass Communications, Saint Joseph University - Faculty of Human Sciences, Lebanon [/www.usj.edu.lb/](http://www.usj.edu.lb/)

BA Media Management, Lebanese University - Faculty of Information, Lebanon

Training and certifications

Facebook Ad Strategy – Powerplay by Adrienne Richardson

Foundation of Gemology - IGI - Dubai

E-Marketing Workshop - Durham Marketing & Training – Kuwait

Business Communication – British Council – Lebanon