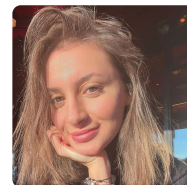


# Mariane El Koussa

Senior Executive | Publicis Groupe

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Beirut – Lebanon



## WORK EXPERIENCE

### Senior Executive- Communications and project Management

**PUBLICIS COMMUNICATIONS** 06/2021 - Present Beirut, Lebanon  
<https://www.publicisgroupe.com/>

- Operating as the lead point of contact for a large portfolio of clients
- Leading end to end project delivery of campaigns and pitches
- Conducting extensive market research, acquiring the proper data and recognizing competition to detect threats and identify growth strategies
- Evaluating current and future business needs; set vision and provide direction to align processes and standards with current and emerging trends
- Managing the first post Covid-19 Publicis Communications intern academy where I mentored and coached 12 trainees for a month
- Brands Handled : Fedex (GCC region), L'Oréal, Barista, Spot a Rental, Fransabank, DP world, Vera Milano (KSA)

### Communication Executive

**PUBLICIS COMMUNICATIONS** 07/2019 - 05/2021 Beirut, Lebanon  
<https://www.publicisgroupe.com/>

- Developing integrated campaigns ranging from PR, digital, offline, media, activations, as well as creative processes
- Working on brand strategies, research on market trends and consumer behavior to drive strategic initiatives to help clients with their quantitative & qualitative short/long term goals
- Creating social media strategies to assist clients reach their KPIs through a strong online presence\
- Brands Handled : L'Oréal, Nestlé Pure Life, Procter & Gamble, McDonald's, Toters, Fransabank, Cortas, 4T

### Consumer and Market Intelligence Intern

**L'OREAL LEVANT** 12/2018 - 05/2019 Beirut, Lebanon  
<https://www.loreal.com/>

- Working closely with the CMI Manager gaining learnings on different research types to best accommodate the objectives and budgets available
- Call Back research studies which help marketers assess product performance and profiling of their launches
  - Summarizing the research findings of the skincare U&A study conducted in Lebanon/Jordan
  - Compiling a deck focusing on Millennials which included information on their online behaviour, attitudes towards the beauty category and product preferences, purchasing behaviour and product usage which enable me to properly give recommendations to the marketing teams
  - Attended a 1-day Google seminar to better understand their platforms and tools available to maximise online campaigns

### Internship Program

**PUBLICIS COMMUNICATIONS** 07/2018 - 08/2018 Beirut, Liban  
<https://www.publicisgroupe.com/>

- Answering client's briefs and needs by coordinating with various departments at the agency

### Internship

**Leo Burnett** 06/2018 - 07/2018 Beirut, Liban  
<https://leoburnett.com/>

- Leo Academy Program: Gaining fundamental basic knowledge in the advertising world and organizing a full campaign for Cadbury – 5-star chocolate

## SUMMARY

Nearly 4 years hands-on experience in the Lebanese and MENA markets, working on both forming and implementing communication and planning strategies along with participating in the creative process.

A young, dynamic and focused professional capable of working productively under pressure and completing projects on time and within budget. Always looking to expand my knowledge in the region and learn new market dynamics.

## EDUCATION

### Bachelor of Science in Economics

**UNIVERSITY OF SAINT JOSEPH**  
2015 - 2018 Beirut, Lebanon

### French Baccalaureate in Sociology and Economics

**COLLEGE NOTRE DAME DE NAZARETH**  
2001 - 2015 Beirut, Lebanon

## LANGUAGES

Arabic	Native	●●●●●
French	Native	●●●●●
English	Native	●●●●●

## SOFT SKILLS

Teamwork	Patient
Analytical	Dedicated
Communication	Meticulous

## HOBBIES

Travelling	Pilates	Cooking
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