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Charbel Manih

Graphic Designer

Objective

Creative Branding & Communication Manager with proven experience in brand strategy, graphic design, retail branding, and digital marketing. Dedicated to driving brand growth through impactful visual solutions.

Work Experience

11.2024 –
present

Branding & Communication Manager

Grace Investments – Achrafieh

- Developed branding strategies for eight companies, ensuring cohesive brand identity.
- Oversee branding for retail locations, including signage, displays, and furniture.
- Manage social media, e-commerce, and websites for a consistent digital presence.
- Design and produce merchandise and point-of-sale materials, sourcing from China.

11.2022 –
10.2024

Senior Graphic Designer

Grace Investments – Achrafieh

- Collaborate with teams to define the brand's visual elements, including logos, color palettes, and typography.
- Oversee the creation of marketing collateral, packaging, website design, and social media content for consistent messaging.
- Mentor junior designers.

05.2022 –
11.2022

Senior Graphic Designer

Gray Mackenzie Retail – Dbayeh

- Design packaging for private labels and exclusive brands.
- Create visuals for promotions on social media, campaigns, and e-commerce.
- Develop new products for local and international markets.

11.2015 –
05.2022

Graphic Designer
Khoury Printing House – Dekwaneh

- Create innovative print materials, advertisements, brochures, and logo designs.
- Oversee the printing process and ensure exceptional production quality.
- Perform precise color correction and prepare files for high-quality offset printing.

09.2011 –
10.2015

Graphic Designer
Alphabet – Jounieh

- Create impactful ads and visuals to promote client products and services.
- Design large-format prints for billboards, trade shows, and exhibitions.
- Develop diverse graphic materials to strengthen brand identity.

Education

Bachelor of Arts (BA) in Graphic Design
AUT – Halat

TS in Graphic Design
Technical Institute – Dekwaneh

Skills

Adobe Photoshop	●●●●●●●●●●	English	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●	Arabic	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●	French	●●●●●●●●●●
Adobe After Effects	●●●●●●●●●●	Creativity	●●●●●●●●●●
Adobe Premiere Pro	●●●●●●●●●●		

Interests

Sports, travelling, music, photography, cinema and arts.