



Racha MOUAWAD

Along with my passion for fashion and luxury. I'm a motivated, ambitious and trilingual Interior designer with international management and design experience in the Gulf and the Middle East, coupled with a background in marketing and communication in Europe. Will serve the new role by applying the management, interpersonal, intercultural and organized skills acquired during my past experience.

CONTACTS

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LANGUAGES

- Native Arabic
- Fluent English
- Fluent French

COMPUTER SKILLS & INTERESTS

Computer Skills

- Microsoft Office Suite
- Autocad 2D/3D
- Photoshop
- 3D Max Vray
- After effect

Interests

- Traveling, Swimming, Badminton, Luxury, Fashion, Perfumery, Cosmetics, and Jewelry

EXTRACURRICULAR

Certificate INSIDE LVMH, Paris November 2022

- Learned about the LVMH ecosystem, the fundamentals of the luxury industry and its key challenges, with a specialization in: Creation & Branding, Retail & Customer Experience.

Competition EGGER, Douaihy pour le bois, Lebanon July 2018

- Created a sustainable bench with a recycled type of wood boards, the OSB: Oriental Strand Board
- Visited the EGGER wood workshop in St Johann - Austria, assisted a seminar at EGGER's head office

Competition EBDAA, American University of Beirut April 2018

- Created an ecofriendly recycling bin.
- The bin was made from sustainable materials: polycarbonate that contains a solar system with a lithium battery to provide free Wi-Fi

EXPERIENCE

January2025-
Present

International Account Executive - Publicis Media International, Paris Responsible for Accor ENA account

- Serve as the main point of contact between the client and internal teams, ensuring seamless coordination with media experts, creatives, and production stakeholders.
- Manage end-to-end campaign execution across the ENA region: from brief analysis, media strategy alignment, and campaign planning to launch and post-launch reporting.
- Coordinate internal brief population and campaign objectives, ensuring clarity and timely execution across departments.
- Oversee B2B communications and negotiations with key media partners, securing competitive rates and maximizing campaign value.
- Ensure smooth campaign integration with external partners and publishers, aligning all recommendations with client objectives and KPIs.
- Participate in client meetings and presentations, delivering strategic media recommendations and performance updates. Monitor campaign performance and resolve issues to ensure quality delivery and achievement of media goals.

Responsible for Pierre Fabre Global account

- Prepare yearly PCA and REX reports to inform strategic recommendations and budget allocations.
- Contribute to the 2026 global media strategy by integrating competitive analysis, market trends, and consumer behavior insights.
- Organize and coordinate the annual global seminar, involving cross-functional collaboration between Pierre Fabre, Publicis local teams, and external partners.
- Act as the daily global point of contact between agencies, creative teams, and publishers, ensuring recommendation and global guidelines consistency across all markets.
- Oversee worldwide campaign implementation, ensuring brand alignment, performance monitoring, and timely reporting.
- Work collaboratively with local market teams to localize strategies and maximize campaign impact.

March2024-
July2024

International Account Assistant - Publicis Media International, Paris Responsible for Pierre Fabre Global account and Spoticar Global account

- Assisted in the planning, implementation, and reporting of global online and offline media campaigns, ensuring alignment with client objectives.
- Monitored worldwide campaigns, serving as the daily point of contact for agencies and coordinating between publishers and creative agencies.
- Contributed to the preparation of the 2025 media strategy, incorporating competitive intelligence, trend analysis, and consumer insights to inform strategic decisions.
- Requested and consolidated local market budget reports into a global overview, delivering a comprehensive financial summary to the client.

April2023-

September2023

Marketing and Communication Assistant - Berthie, Paris

- Managed digital communications, created marketing newsletters, ran advertising campaigns (Meta Ads). Generated social media content (Instagram, Facebook, Tiktok).
- Participated in B2B brand development. Organized and participated in brand photoshoots and procuring artwork.
- Managed the website's back office. Participated in the brand's events on the e-commerce website.
- Served as a sales manager in a 1 month pop-up store.

March2021-
March2022

Interior Design Executive - Tree Design, Zouk Mosbeh, Lebanon

- Planned, designed and furnished residential properties to create unique living places, and commercial spaces to create unique work places. Created invoices for the clients.
- Met with clients, created their proposals in alignment with their budget, tastes and timeframe. Converted the designs into execution plans and 3D perspectives. Assisted the inspection of the site work.
- Assisted the digital marketing team in boosting the company's Instagram page (Followers, Viewers). Created content (Reels, Posts) using photoshop to promote the company's Instagram.

January2020-
February2020

Assistant Project Manager - ERGA Group, Nad Al Sheba, Dubai

- Designed and furnished residential properties to create a luxury and unique living places.
- Converted designs into 3D perspectives and added materials on execution plans.
- Assisted the inspection of the site work.

May2019-
August2020

Project Manager - Interior Designer - Freelance, Airoun, Lebanon

- Planned, designed and furnished an apartment in an area with a 1 500m altitude to create a cozy and unique living place.
- Implemented the design into execution plans, converted it into 3D perspectives and added materials on it.
- Managed and assisted the site work.

EDUCATION

2022-2024

Master (MSc) in Fashion, Design and Luxury Management Grenoble Ecole de Management, Paris, France

2015-2019

Bachelor of Arts in Interior Design Notre Dame University - Louaize, Zouk Mosbeh, Lebanon

2000-2015

Literature, French and Lebanese Baccalaureate 2015 College de la Sainte Famille Francaise, Jounieh, Lebanon