

CREATIVE MARKETING & BRAND STRATEGIST



Creative marketing and client-facing professional with a strong foundation in consumer psychology, brand strategy, digital marketing, and customer experience. Experienced in building brand concepts, managing campaigns, optimizing funnels and user journeys, and coordinating with cross-functional teams to deliver engaging, detail-driven work that supports both audience connection and business growth.

✉ melanie.nakad26@gmail.com
 🏠 Lebanon, Mount-Lebanon
 📅 Date of birth 26/08/1998
 💻 Open to remote work
 📍 Open to relocation across Europe & MENA Remote (International)
 📞 +961 70 339 861

LANGUAGES

Arabic



English



French



INTERESTS & EXTRACURRICULARS

Professional Programs & Workshops

Sustainable Fashion Sweden-Lebanon, NFZ Fashion Pitch, The Leader Program, Gender-Based Violence – Training of Trainers

Creative Activities

Graphic design, video editing, advertising consulting

Content & Brand Projects

Personal blog
tinysparkwonder.blogspot.com,
 E-commerce brand
ynat.store

Social & Environmental Engagement

JMV Liban (Humanitarian Volunteer – Leader, Secretary, Animator for kids), Green Mind (Environmental Association Volunteer), Beta (Animal Care Associate)

WORK EXPERIENCE

MARKETING & CREATIVE MANAGER

2024 – 2026 SKAFF GROUP Lebanon

- Led the development of integrated digital and brand experiences across multiple platforms, aligning creative direction with business goals
- Structured website architecture, content flow, and user journeys to improve engagement, usability, and conversion
- Managed end-to-end campaigns from concept to execution across digital and on-ground channels, supporting lead generation and brand growth
- Ensured consistency across visual identity, messaging, and overall brand experience across all touchpoints
- Collaborated with designers, developers, and external partners to deliver high-quality, aligned outputs
- Monitored campaign performance and optimized strategies based on KPIs, improving overall efficiency and results
- Contributed to revenue growth by optimizing campaigns, improving conversion rates, and aligning marketing efforts with business objectives

MARKETING & CREATIVE CONSULTANT

Since 2020 Freelance Lebanon & MENA Region

Clients: Makers of Lebanon, Canon (EMEA), Cloud Taktiks, Magna Systems, Beirut Digital District, Loubnany, MediaCom, Lebanon Reforestation Initiative (NGO), Salata (LB/UAE), Petbarn (Kuwait), others

- Manages multiple client accounts, aligning marketing strategies with business objectives and growth goals
- Develops and executes content, campaign, and brand strategies across digital platforms
- Leads community management and influencer collaborations to increase brand visibility and engagement
- Oversees digital presence, ensuring consistency in branding, messaging, and overall communication
- Collaborates with cross-functional teams and clients to deliver creative and strategic outputs
- Conducts research and trend analysis to optimize content performance and audience interaction
- Supports client growth through campaign execution, engagement strategies, and consistent performance delivery

BRAND FOUNDER & CREATIVE DIRECTOR

Since 2023 YNAT (E-commerce Project) Lebanon & MENA Region

- Built and launched an e-commerce brand from concept to execution, defining positioning, identity, and overall strategy
- Developed a cohesive visual identity and content strategy to establish a distinctive and recognizable brand presence
- Structured website experience, product presentation, and user journey to enhance engagement and drive conversion
- Managed digital presence and campaigns across platforms, ensuring consistency in branding, messaging, and performance
- Led end-to-end creative direction across all brand touchpoints, from concept development to final execution
- Supported revenue generation and customer retention through limited-edition product strategy and targeted digital campaigns

SOCIAL NETWORKS

in @melanienakad

@ @ellewonderelle

@ @ynat.store

REFERENCES

Oliver Aoun

Art Director & General
Manager, SKAFF Group
+961 3 940 872

Asma Ghomieh

Project Manager & Sales
Developer,
asmagholmieh@gmail.com
+961 3 735 942

EDUCATION

Bachelor's in Communication – Advertising

2023 – 2026 LEBANESE INTERNATIONAL UNIVERSITY Lebanon

Bachelor's in Business Management – Marketing

2017 – 2020 LEBANESE UNIVERSITY Lebanon

SKILLS

Strategy & Marketing

Brand Strategy, Creative Direction, Content Strategy, Consumer Psychology, Campaign Development, Copywriting

Performance & Growth

Lead Generation, Funnel Strategy, Paid Media, Conversion Optimization, KPI Tracking, Social Media Strategy

Customer & Account Management

Client Communication, Account Management, Client Retention, Cross Functional Coordination, Project Management

Website & User Experience

Website Structure, User Journey, UX Thinking, Landing Pages, E-commerce (Shopify)

TOOLS & SOFTWARE

Adobe Illustrator, Photoshop, Premiere Pro, Canva

AI Tools (ChatGPT, Claude, Gemini, Midjourney, Fathom)

Google Workspace, Microsoft Office

Meta Business Suite, Mailchimp

ClickUp, Slack, Loom