

CONTACT

Beirut, Lebanon

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sajadaher2@gmail.com

CORE SKILLS

Strategic Communicatio

Media Relations

Content Creation

Social Media Strategy

Brand Identity

Market Research

CRM

E-commerce

LANGUAGES

Arabic — Native

English — Professional

SAJA DAHER

Marketing • PR • Fashion • Luxury Branding

PROFESSIONAL SUMMARY

Dynamic PR and Communications student with a strong entrepreneurial foundation. Proven track record in brand management, strategic communications, and market analysis through founding two brands and supporting a family enterprise.

FEATURED HIGHLIGHT

Maison&Objet Paris • International Furniture & Design Exposure

EDUCATION

Lebanese American University (LAU)

Bachelor of Science in Business Administration

Marketing Emphasis | Minor in Fashion Marketing

Lebanese Evangelical School – Tyre

Baccalaureate in Economics & Sociology

EXPERIENCE

MYCASEY — Founder & Creative Director

Branding, social media, content creation and e-commerce.

VERGE — Owner & Brand Manager

Marketing strategy, communications and brand positioning.

DAHAR FURNITURE — Management & Marketing Support

Trade fairs, sourcing, customer relations and marketing support.

GLOBAL INDUSTRY EXPOSURE

Maison&Objet Paris

China Import & Export Furniture Fair

Horeca Expo • Seramik Banyo Fair • Inegol Mobilya Fair