

# Ariane Nasr

## Marketing & Communications



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Awkar, Belle-vue, Chehadeh Bldg.



Lebanese, French & Greek Nationalities

### PERSONAL INFO

**Date of Birth:** 03/06/1987 (30 years)

### SKILLS

Trilingual (English, French and Arabic)

Fast Adaptation in Work Environment  
from Ad Agencies, NGOs, Retail to  
Banking

Marketing Planning & Coordination

Content Writing  
(Website, Social Medias, BTL/ATL,  
Press Releases, Newsletters)

Event Coordination

Advertising Campaign Supervision

Relations & Negotiations

Research & Benchmarking

### OBJECTIVE

My aim is to push my carrier to the next level with a new experience in a challenging work environment with the opportunity for growth in the Communications and Marketing field.

### EDUCATION

**2015 - 2017: Dual Master of Science,**  
Marketing and Communication  
ESCP Europe, ESA Business School,  
UK & Lebanon

**2005 - 2008: Bachelor of Science,**  
Marketing and Advertising  
Saint Joseph University,  
Lebanon

History of orchestrating and coordinating successful Communication strategies and Marketing initiatives designed to increase revenue. Strong background in sales, media and advertising.

Managerial, Interpersonal, Communication and Marketing skills in various departments, with 7 years in progressive roles ranging from Advertising Agencies to Financial Institutions.

### PROFESSIONAL EXPERIENCE

#### Marketing & Communications Manager

**CFI Group, Beirut, Lebanon 2015 - 2018**

Joined as Marketing & Communications Officer, promoted after one year through series of increased responsibilities based on good results, fast operations, and good performance.

- Set up objectives and project requirements in line with the yearly Marketing plan.
- Contributed to the implementation of Marketing activities with necessary coordination, follow-ups and negotiation of agreements.
- Handled written content through both online and offline channels (Website, blogs, social medias, advertising BTL/ATL materials, Press Releases, periodic newsletters, etc.) while insuring all content updates, modifications, proof-reading and translating into English and French.
- Managed internal communication from writing to dispatching.
- Worked hand in hand with third party suppliers for advertising activities and Marketing partnerships agreements.

#### Marketing Coordinator, Multiple Companies

**Banque Libano – Française, 1013 - 2015**

**Pikasso OOH Advertising, 2011 - 2013**

**L'Orient – Le Jour Newspaper, 2008 - 2010**

- Responsible of internal and external communication, from layout, text, to printing of the company's catalog, booklets, etc.
- Prepared sales presentations and assisted in product studies, sales programs as well as Marketing promotions.
- Implemented the company's advertising and promotion activities: From copyrighting, design, layout production to the writing of the supporting Marketing literature. Took part as well in the preparation of all events, seminars and trade shows organized by the company.