




# RIMA ABOU EL KHOUDOUD

## MARKETING & ADVERTISING SPECIALIST

Beirut, Lebanon 

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### PROFESSIONAL PROFILE

Dynamic, versatile, and talented, Marketing and Communications Professional with expertise in advertising, account management, and brand marketing fields. Extensive experience in strategic planning and implementation of communication strategies that align with and enhance the business needs.

Expertise in leveraging organizational resources and strengths, people capital, product and service offering and completing positions to drive revenues, growth, profits and operational performance.

Highly skilled in client and vendor relations and negotiations, talented at building and maintaining win-win partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns. Proficient in IT skills and fluent in Arabic, English and French languages.

### PROFESSIONAL SKILLS

Brand Building  
Account Management  
Strategy Development  
Project Management  
Budgeting & Forecasting  
Competitive Analysis  
Measuring Effectiveness  
Customer Analysis  
Reporting

### EXPERIENCE

#### MARKETING MANAGER – MAJID AL FUTTAIM – MUSCAT, OMAN

SEP17 – NOV17

City Centre Muscat – City Centre Qurum

Planned and implemented marketing campaigns, promotions, and events for both city centre malls in full alignment with the policies and procedures of MAF and the Brand guidelines and ensured compliance to the agreed budget.

Developed and aligned on strategies for 2018 Marketing Plan for both malls in light of a thorough understanding of the market and the growing competition.

#### MARKETING MANAGER – AL TAYER INSIGNIA – DUBAI, UAE

SEP16 – DEC16

Insignia Fashion (Bloomingdale's – Dubai) – Insignia Home (Bloomingdale's Home - Aati - Aati Essentials)

Expertly identified opportunities to enhance and build stronger brand equity for all brands represented and made suitable recommendations to the Division Marketing Manager. Maintained coordination with all ATG stakeholders to ensure full awareness of communication opportunities in line with forthcoming collections/styles and occasions.

Facilitated with Division Marketing Manager to develop and execute tactical initiatives across all marketing functions, throughout and across the BP according to the specific and identified needs of the BU.

Planned and implemented marketing campaigns, promotions, and events for Bloomingdale's Fashion and Home departments, Aati and Aati Essentials in full alignment with the policies and procedures of the Al Tayer Group (ATG) and the Brand guidelines and ensure compliance to the agreed budget.

#### ASSISTANT MARKETING MANAGER – AL TAYER TRENDS – DUBAI, UAE

SEP14 – AUG16

Lifestyle Home (Crate & Barrel) – Lifestyle Fashion (Whistles)

Established below the line brand strategy and implemented appropriate measures to increase brand presence. Organized marketing, promotional plans and campaigns in close coordination with the BU and ensured compliance to the agreed budget.

Successfully maintained coordination with all ATG stakeholders to ensure full awareness of communication opportunities in line with forthcoming collections/styles and occasions. Delivered reports to BU / Principals on brand performance, marketing initiatives, customer mix, post event reports after each sponsorship/display activity.

Maintained detailed thorough understanding of relevant Principal requirements and guidelines, to ensure all the respective brands within the BU apply and adhere to the guidelines across all managed marketing activities.

### EDUCATION

#### MBA IN MARKETING

AUST - Lebanon  
2001 – 2004

#### BACHELOR OF GRAPHIC DESIGN

AUB - Lebanon  
1995 – 1999

#### DIGITAL MARKETING LEADERSHIP CERTIFICATE

Squared Online – Google  
July 2017

#### LEVEL III IN LEADERSHIP MANAGEMENT CERTIFICATE


ILM – Institute of Leadership  
Management  
July 2017


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### EXPERIENCE CONTINUED

#### COMMUNICATION SUPERVISOR – LEO BURNETT – DUBAI, UAE SEP13 – SEP14

Fromageries Bel (Kiri - La Vache Qui Rit - Jibnet Abu el Walad) - Friesland Campina - Rainbow Milk (EVAP - IMP - UHT - UHT Flavored - SCM - COAST - Choco Milk)

Successfully met yearly financial objectives of the company and oversaw project management supervision of direct reports for a flawless execution and timely delivery.

Led on the yearly marketing plan for all brands of the portfolio, and sustained competitive review of the projects.

Conducted strategy development and creative briefing of communication campaigns for the different product launches. Integrated different communications solutions into ideas (PR, CRM, Digital, New Media, Shopper Marketing, One to One Communication etc.)

#### COMMUNICATION MANAGER – LEO BURNETT – DUBAI, UAE JUN11 – AUG13

du Telecom (Consumer, Enterprise, Retail)

Directed strategy development and creative briefing of communication campaigns for the different products and services provided by du for different segments (mobile, landline, broadband and B2B services).

Managed full project management including coordinating with different internal departments for production and execution of campaigns. Communicated with du partner agencies of digital, media, retail, events, and activation for successful integration and adaptation of all campaigns.

Supervised and efficiently trained interns for workplace understanding and professional development.

#### ACCOUNT MANAGER – PUBLICIS GRAPHICS – BEIRUT, LEBANON OCT10 – JUN11

Crest - Oral-B (P&G) - Cafe Maatouk - Klio Milk, Horse Head Tea, Al Mouna luncheon meat (MM Sinno)

Managed numerous expertise to take account of market knowledge, strategy development, media planning supervision and creative idea generation, and run new business proposals successfully.

#### ACCOUNT MANAGER – SAATCHI & SAATCHI – BEIRUT, LEBANON OCT06 – SEP10

Managed regional and local accounts such as: Ariel and Pampers (P&G), Fromageries Bel (Picon, La vache qui Rit), SODETEL (Internet Provider), IDAL (Investment Development Authority of Lebanon), Beit Misk/EMAAR (Real Estate Development), Skoun (Lebanese Addiction Center), Maison de l'Artisan, Jawwal (Palestinian Telecom Provider), AUBMC (AUB Medical Center) and Al Kafaat University (Educational Institution).

Oversaw numerous expertise to take account of market knowledge, strategy development, media planning supervision and creative idea generation, and run new business proposals.

#### MARKETING OFFICER – AYAM CREATIVE – DUBAI, UAE FEB05 – MAR06

#### GRAPHIC DESIGNER – AUST – BEIRUT, LEBANON MAY01 – AUG04

#### SENIOR DESIGNER – GAM D'ARCY – BEIRUT, LEBANON OCT99 – APR01

### TECHNICAL SKILLS

MS Word

MS Excel

MS Power Point

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Google Analytics (in Progress)

Google Adwords (In Progress)

### LANGUAGES

#### ARABIC (MOTHER TONGUE)

Speak – Read – Write  
Fluent

#### ENGLISH

Speak – Read - Write  
Fluent

#### FRENCH

Speak – Read – Write  
Advanced

### INTERESTS

SCUBA DIVING

PADI PRO Divemaster

YOGA

REFERENCES AVAILABLE UPON REQUEST