

Zeinab M. Alameh



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Beirut, Lebanon

Career Objective

Versatile, experienced in marketing, communication, client servicing, and professionally ready to prove successful and achieve company growth. I am driven and innovative; a team player and welcome any industry.

I'm a very passionate & dedicated hard worker with a very attentive eye for details. I enjoy challenges and working in fields that are diverse and dynamic that offer a lot of learning, growth and interaction with people.

Observing & analyzing situations for logical solutions is an area of strength and is something that has been foundational in my life. You will find me a reliable individual with pride in being creative, adaptable, prepared and a vital team player.

Work Expertise

Ste. Ets. Michel Najjar, FMCG , Fanar LB

January 2017/Present

Brand Manager

Tasks & responsibilities:

- Analyzing how our brand is positioned in the market and crystalize targeted consumers insights
- Taking brand ownership and provide the vision, mission, goals and strategies to match up to.
Developing and executing annual business plans.
- Translating brand strategies into brand plans, brand positioning and go-to-market strategies

A bit about me:

Born on the 8th of June 1986

Beirut, Lebanon

Married & have 3 dogs

My hobbies are Outdoor activities, dancing, traveling, meeting new people, and collecting Japanese dolls and Art pieces & coloring

My personal interests are animal welfare, environmental causes, music, film, photography, fashion, nature (sightseeing).

- Analyze how our brand is positioned in the market and crystalize targeted consumers insights
- Take brand ownership and provide the vision, mission, goals and strategies to match up to
- Translate brand strategies into brand plans, brand positioning and go-to-market strategies
- Lead creative development and create motivating stimulus to get targeted population to "take action"
- Establish performance specifications, cost and price parameters, market applications and sales estimates
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues
- Oversee marketing and advertising activities to ensure consistency with product line strategy
- Monitor product distribution and consumer reactions
- Anticipate bottlenecks
- Brainstorm new and innovative growth strategies
- Align the company around the brand's direction, choices and tactics
- Follow up on day to day projects with the agencies & suppliers

Rizk Group, advertising agency, Beirut LB

July 2016/December 2016

Senior Account Manager, handling JTI Tobacco accounts.

Tasks & responsibilities:

- Overlooking and managing MENA region
- Manage day to day communication with clients.
- Build and maintain strong & long relationship with clients.
- Develop strategic business and communication plans.
- Ensure the timely and successful delivery of campaigns.
- Managing and reviewing day to day progress of initiatives.
- Coordinate with the creative team and production team to develop the advertising campaign.
- Closely monitor competitive activity , in addition to preparing competitive analysis.

- Follow up closely on category trends and updates.
 - Ensure campaign objectives are met.
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Grey Worldwide, advertising agency , Beirut LB

October 2012 / June 2016

Account Manager, handling MEAP P&G accounts : Beauty and Hair care & Fabric and homecare.

Tasks & responsibilities:

- Manage day to day communication with clients.
 - Build and maintain strong & long relationship with clients.
 - Develop strategic business and communication plans.
 - Ensure the timely and successful delivery of campaigns.
 - Managing and reviewing day to day progress of initiatives.
 - Coordinate with the creative team and production team to develop the advertising campaign.
 - Closely monitor competitive activity , in addition to preparing competitive analysis.
 - Follow up closely on category trends and updates.
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MartPoint Marketing research and Media consultancy, Beirut LB

Full Time/ Freelance

August 2009/ July 2012

Junior Marketing researcher

- Tasks & responsibilities:
 - Perform quantitative & qualitative research that involve organising face-to-face focus groups to collect public and business opinion about products, services, advertising campaigns and organisations.
 - Discuss research topics, methods and objectives with clients.
 - Carry out In-depth and background research on the topic.
 - Design and create surveys and questionnaires.
 - Liaise with field workers and their supervisors.
 - Conduct interviews with groups or individuals to find out the public's opinion on certain products.
 - Analyze and evaluate survey and interview results.
 - Write and present research proposal, reports and recommendations to clients.
 - ❖ Research conducted were in fields such as real estate, banking, foods & beverages (mainly cigarettes), telecommunications and more.
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Headline Public Relations (Headquarters in Dubai) Beirut, LB Part Time

April 2010 / July 2010

Senior account executive

- **Tasks & responsibilities:**

- Gain substantial public exposure of the client and their products.
- Set a positive & lasting image of the client in the minds of the public and potential clients.
- Act as a mediator between the mass media and the PR department of the client via emails, telephone calls and meetings.
- Carry out press releases through different channels of media.
 - ❖ Worked with international clients such as Starbucks on challenging issues and interesting matters.
 - ❖ Met with Starbucks' US, Europe and Middle East marketing teams, in addition to very important people in the Lebanese journalism sector such as Mr.Kamil Menassa and Mrs. Nayla De Freige.

Proactive Communication agency – Beirut, LB

Full Time

December 2008 / February 2009

Sales executive

- **Tasks & Responsibilities:**

- Retain existing customers as well as acquiring new ones.
- Understand the customer's needs and requirements to recommend the most suitable marketing & advertising channel
- Coordinate with customer and designer on artwork

- Follow up on sales leads
- Cross-sell the company's products and services

Impact BBDO – Beirut, LB – December 2007 / April 2008 Full Time

Completed a five months full time internship as account executive mainly in client servicing department but also in various other departments of the agency such as Media, Creative and Public relations.

Tasks & Responsibilities:

- Create and develop client strategies.
 - Act as a moderator between clients and the advertising agency.
 - Plan and execute advertising campaigns as per client's requests.
 - Study campaign costs and budgets.
 - Coordinate with the creative team to develop the advertising campaign within the client's budget.
 - Initiate concept development and participate in creative briefs.
 - Handle client's presentations and approvals to the final execution of the campaign, in addition to monitoring client's feedback.
 - Hold client meetings and secure final client approval of the project campaign.
 - Oversee the execution of the project on time.
 - Run client correspondence, estimates, invoices, job status reports and other campaign details.
 - Form and manage marketing strategies for clients' products.
 - Complete In-depth marketing research and gathered data for marketing analysis.
 - Prepare presentations and Vox Pop (voice of the people – the man in the street) for winning pitches.
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Achievements

Wrote a 6 pages article in ArabAd (May issue, 2010) about TVCs produced in 2009, in addition to World Cup sponsorships and their advertising campaigns. (E-copy is available upon request)

Professional skills & trainings

- Digital training – EduPristine 2015
- Computer Skills:
 - Microsoft Office: Word, Excel and Power Point.
 - Adobe: Adobe Acrobat, Photoshop (Certification obtained from Adobe U.S)
- Languages:
 - Arabic: Read, written and spoken fluently
 - English: Read, written and spoken fluently
 - Scored 7.5/9 on IELTS Exam.
 - French: Read, written and spoken fluently

Education

- **Lebanese American University – Lebanon, 2004 – 2007**

School of Business, marketing

- **College Protestant Francais – Lebanon, 1989 – 2004**

French baccalaureate in Literature & an equivalent of the Lebanese Baccalaureate (Literature & humanities).