

Nadine K. Maalouf

Award-winning media/public relations, marketing communications, event/project management and social media executive with over 17 years of experience across public and private spheres. Recognized for innovative brand re-positioning, reinventing departments, and planning and executing successful collaborative initiatives. Strategic and dynamic leader, relationship-builder, negotiator and problem-solver.



CONTACT INFORMATION

EMAIL

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ADDRESS

Broumana, Lebanon

PHONE

+961 3 382830

LANGUAGES

Arabic

Mother tongue

English

Advanced

French

Advanced

SKILLS

- Integrated Marketing Communications
- Social Media and Digital Marketing Strategy
- Strategic Planning
- Media Training and Crisis Management
- Event Planning and Execution
- Team Building and Leadership
- Excellent written and verbal communication skills (Arabic, English and French)
- Strong sales support and project management, leadership and training skills
- Strong networking skills
- Great at interpersonal communication, upbeat

EXPERIENCE

MarkCom and Event Director

Brave Heart

Beirut

May-2019 - Currently

- Responsible for planning, development and implementation of all of the Organization's marketing strategies, marketing communications, and public relations activities, both external and internal.
- Direct the efforts of the marketing, communications and public relations staff/volunteers and coordinate at the strategic and tactical levels with the other functions of the Organization.
- Serve as the lead for event planning, revenue generation, management, production and sponsorship.

General Manager

Pencell

PR&Events/Wetpaint Creative Digital Solutions

Sin el Fil, Lebanon

August-2012 - August-2018

- Promoted to GM of Wetpaint Creative Digital Solutions beside Pencell PR&Events in January 2017
- Developed and oversaw the implementation of strategic, comprehensive and integrated communications, social media and public relations activities on behalf of clients
- Developed high-impact strategies to target new business opportunities and markets
- Increased management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining employees; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities
- Successfully supervised and coached 15 team members from different departments (PR, Social media, creative and client servicing)
- Clients: L'Oreal Luxe, Total, BLC Bank, BBAC Bank, Berytech, Azadea brands, Microsoft,

Yokohama, Richmond Group, Hilton Hotels, Grand Hills Hotel, HOREA, Dunkin' Donuts, Arabnet, LG..

- Awarded a double-win at the MENA Digital Awards in 2016

Marketing and Communications Director

Antonine University

Baabda, Lebanon

September-2011 - July-2012

- Was in charge of internal and corporate communication of the university
- Revamped university corporate identity and branding (Logo, website and collateral)
- Was an active agent of the university board members
- Represented the university to stakeholders, interested parties, and the public
- Lead and supervised the work of the MarkCom team (press attaché, copywriters, graphic designers and social media executives)
- Organized university events including job fair and graduation ceremony
- Restructured students' database to improve accessibility

PR Director

Grey Worldwide

Beit Mery, Lebanon

February-2010 - June-2011

- Developed communication infrastructures, business cases, training programs, public relations activities and marketing communications plans
- Developed and implemented Crisis management plans and media training
- Effectively managed a team of 5
- Established a portfolio of 6 retainer clients within the first 6 months of joining: Azadea Group, UNICEF, Samsung Levant, HORECA, St Georges Hospital, Tanmia Chicken etc...

Managing Partner/PR Director

PRevent

Beirut, Lebanon

October-2006 - January-2010

- As founding partner, participated in firm's start-up, direction, growth and management. Principal responsibility for directing the design and delivery of communication/marketing strategies for key client.
- Equally strong contribution in strategic planning, business development, and account retention. Cultivated relationships with senior business and official leaders.
- Accounts pitched and handled: Azadea Group (on a corporate level as well as group brands), Ministry of Culture, Ministry of Sports and Youth, Merrill Lynch, Sayfco Holding, Sony phones,

Four Seasons Hotel, Panda Group, Kuwait Fund for Arab Economic Development, Wardie Holding (Esso oil and Medco stations), Arope Insurance, Diageo (Bailey's), Novartis, Eastpak, Lindt Chocolate, IBM, Toshiba, Hewlett Packard...

Advertising and PR Account Manager

HAVAS (previously known as Euro RSCG)

Beirut, Lebanon

October-2004 -

September-2006

- Client servicing account executive. Promoted to account manager after 1 year.

- Accounts handled: Damac Real Estate, Dunkin' Donuts, Hershey's, Imag In, Sony, Nike, Arsouni fashion designer, Sanofi-aventis...

- Ranked 2nd at Regional PR Professional of the Region Award - Dubai 2005

EDUCATION

Executive MBA ESCP Paris / ESA Business School

Paris / Lebanon

2018

Masters degree in Information and Communication

**Université St
Joseph (USJ)**

Beirut, Lebanon

2003

All courses successfully completed - Thesis not presented

Bachelor in Psychology

**Université St
Joseph (USJ)**

Beirut, Lebanon

1999

French Baccalaureate College Protestant Français

1996

CERTIFICATIONS & COURSES

Certified Neuro Linguistic Programming Practitioner

Life and Business Coach

Hypnotherapist

Time Line Therapist

February 2019 - Master Your Life

NLP AND COMMUNICATION TRAINER

Conduct NLP and Communication training/workshops to corporates, government, schools, NGOs etc...

