

Farah Batal

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WORK EXPERIENCE

Freelance Marketing Consultant, MD Trade

November 2017 – present

- Identified high value point of sales and developed marketing strategies to support sales
- Crafted brand identity (visuals, messaging, and positioning) for products within the distribution company
- Managed and delivered content for social media campaigns (concept and design)

Brand Manager / Purchasing Officer, Kabalan Home

April 2016 – February 2018

- Raised a neighbourhood fund for seasonal decorations that included all furniture companies in Jnah to enhance company's brand and reputation.
- Analysed how the products and brands are positioned in the market and formed targeted consumer insights to identify potential customers.
- Translated brand strategies into brand plans, brand positioning, and go-to-market strategies with various marketing firms.
- Measured and reported the performance of all marketing campaigns, assessing goals while monitoring furniture market trends, research consumer markets, and competitors' activities.
- Purchased and approved the acquisition of goods, as well as monitored shipments and cut off dates to make sure everything ran in a streamlined manner logistically.
- Held meetings with furniture suppliers at furniture expos to discover new products and suppliers.

Gallery Assistant, O Tresors du Passé

May 2014 – June 2015

- Managed communications and maintained relationships with visitors and buyers.
- Provided product information to customers and assisted with general gallery work and events.
- Created portfolios for all art products in the gallery.

Coordinator, Wake Cultural Center

March 2011 – Jan 2014

- Coordinated activities relating to the production of educational and cultural lectures, seminars and workshops. Identified potential participants and contacted them to attend and speak.

Marketing Executive, Fleuron de Fadel

Jan 2013 – Nov. 2013

- Exceeded monthly sales targets, developed local and seasonal campaigns and events to drive revenue

Assistant Event Planner, Fiesta Group

May 2011 – July 2011

EDUCATION

Bachelor of Fine Arts and Art History (BA) – Emphasis on Studio Arts

Class of 2012

AMERICAN UNIVERSITY OF BEIRUT, Lebanon

High School Diploma with Honors

Class of 2007

AL MAWAKEB HIGH SCHOOL, Dubai

SKILLS

- Microsoft Office Suite
- Adobe CS6 (Photoshop / Illustrator)
- English, Arabic, French (basic)
- Excellent reading, writing, and verbal communication skills
- Photography
- Illustrations and Drawing
- Excellent interpersonal skills
- English, Arabic, French (basic)

References Available Upon Request