
Summary

Highly creative and multitalented Graphic Designer with extensive experience in digital, marketing, and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. 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; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

Creative experience in the following:

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|--|---|--|
| <input type="checkbox"/> Print | <input type="checkbox"/> Posters & Post Cards | <input type="checkbox"/> Web & App |
| <input type="checkbox"/> Digital | <input type="checkbox"/> Social Media | <input type="checkbox"/> Marketing & Advertising |
| <input type="checkbox"/> Branding & Corporate Identity | <input type="checkbox"/> Photography | <input type="checkbox"/> Packaging |

Additional core skills include:

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|---|---|
| <input type="checkbox"/> Customer Relations | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Problem Resolution | <input type="checkbox"/> Cross-Functional Collaboration |

Professional Experience

Code 11, Beirut, Lebanon (Sep 2014–Nov 2017) **Graphic Designer**

Working on various Code 11 projects in the MENA region for companies such as Saudi Electricity, Medgulf, FunXtreme, Saudi Hollandi Bank, Bank Saudi Fransi...

- Developing design briefs that suit the clients' needs.
- Designing and executing printing materials such as magazine, booklets, flyers for various clients.
- Designing and executing digital materials such as brand guidelines, e-books, newsletters for various clients.
- Designing interactive websites focusing on user experience (UX) under specific theme that was discussed with the client.
- Planning and designing contents for different social media platforms such as but not limited to Facebook, YouTube, Twitter.
- Creating and designing presentations for our company's portal and for our clients.
- Coordinate with the printing house.

Freelance Projects

BioservPro (March -2017 October 2017) **Regional Direct Sales and Marketing Manager**

- Developed business plan and implement business strategies to meet the regional objectives.
- Developed a local market strategy to build brand awareness and increase trial within the region.
- Engaged in outreach to develop and build strong relationships with local market influencers who can facilitate new sampling opportunities, events and overall brand awareness.
- Measured and analyzed field marketing performance against target plan.

UKaid - MercyCorps, Soils Lebanon, Beirut, Lebanon (Sep 2016–Nov 2016)
Marketing and Graphic Designer

A project-based work where I created a marketing plan and designed and execute brand guideline for compost in Lebanon specifically in Jezzine and Upper Shouf area.

Design:

- Artwork creation: brochures, adverts, flyers, business cards and other marketing collateral and preparing artwork for print.
- Designed and produced highly creative, impactful presentations for client presentations.
- Created e-shot designs for e-marketing campaigns.
- Created newsletter.
- Designed artwork and sales documents in line with brand guidelines.
- Worked with sales and other internal departments to understand their needs.

Strategic Analysis and Planning:

- Identified opportunities to use analyses to answer core business questions and to support improved action-oriented decision-making.
- Analysed existing market research data (secondary research) and identified key market trends and issues, farmers personas and processes, and purchase drivers.
- Reviewed market research reports in key data areas to include purpose, assumptions, demographics and psychographics for product marketing efforts.
- Worked with members of the Marketing team to develop and communicate actionable strategies.
- Worked with the Marketing Director to provide direction and set strategy to address business opportunities.
- Manage the back-end analysis of information for marketing campaigns.
- Develop market segmentation strategy to achieve growth expectations

Alef International, Beirut, Lebanon (Jul 2015–Oct 2015)
Marketing and Graphic Designer

Several projects in the Gulf region for companies such as Saudi Ministry of Tourism, Ma'aden, Macdonals, HCCI..

- Prepared for each project by conducting independent research and gathering examples and materials.
- Communicated with clients to develop engaging and innovative graphic designs for logos, flyers, posters, mobile application and page layouts.
- Used research and client requirement to successfully translate the idea into an attractive visual concept.
- Illustrated composition by designing rough layout of art and copy, with attention to arrangement, size, type size and style, and related aesthetic concepts.
- Designed new, on-brand visual elements focusing on messaging and brand.
- Coordinated with developers to get the best quality and results.
- Presented the work to the management team and then clients.
- Managed existing project schedules among incoming projects with various deadlines.

Tracemedia, Beirut, Lebanon (May 2015–Jul 2015)**Graphic Designer**

Project where I was responsible of "Teknotel" and "Autoinfo". They are magazines that are specialized in High-Tech and cars.

- Managed the visuals and articles design to look more appealing to the public.
- Met with clients to collect requirement and vision.
- Created and designed ads as per the client requirement.
- Performed full print production process which includes, but is not limited to the following:
 - o Offering printing recommendations based on an understanding of the difference between offset and digital printing and to maximize results for the internal client.
 - o Packaging artwork and upload to vendor FTP site.
 - o Reviewing colour proofs for design and text accuracy.
- Managed and organized files.
- Worked under tight deadlines while providing excellent customer service and maintaining quality standards.
- Used design software on a MAC-based system, including but not limited to: Adobe InDesign, Illustrator, Photoshop, Acrobat, and Microsoft Word, PowerPoint and Outlook.

Rotary Magazine and Agenda, Beirut, Lebanon (2015)

Designed the magazine and agenda for the regional Rotary Conference.

ILO - United Nations International conference, Beirut, Lebanon (2013)

Created the branding and graphics for the conference.

Others: Researched, planned and executed many guidelines and campaign for new start-ups and companies

Education	EMPIRE STATE COLLEGE - SUNY Bachelor Degree in Graphic Design	2014
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Workshops & Volunteering**Organized:**

- Beirut Service Jam
- Judo Basics and Self Defence
- Creative Thinking Workshop
- Brand Me Interactive Workshop

Attended:

- RYLA - Rotary Youth Leadership Award
- Workshop with United Nations Youth Association
- Australian Trade Mission to Lebanon

Volunteered:

- Rotaract- Rotary International: President and Head of International
- United Nations Youth Associations - United Nations

Technical Skills

Microsoft Word, Microsoft Excel, Microsoft Power Point
Adobe Illustrator, Adobe Photoshop, Adobe Indesign

Languages

- **English** - Full professional proficiency
- **French** - Full professional proficiency
- **Arabic** - Native