

Marie Madi

• AUSTRALIAN • 5/12/1983 • Beirut, Lebanon • Phone: +9613633657 • mariemadi@live.com

Skills

- Marketing Strategies & Campaigns
 - Corporate Communications
 - Creative Team Leadership
 - Product Positioning & Branding
 - Content Development/Execution
 - Focus Group & Market Research
 - Development of Training Materials
 - Sales Collateral & Support
 - Public & Media Relations
 - New Product Launch
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Professional Experience

HICART MARKET PLACE SAL -

Marketing Project Controller, 06/2018 – Present

Creating/executing awareness and conversion strategies for an e-commerce marketplace platform in Lebanon.

- Creating and implementing marketing campaigns
- Above the Line Media planning and implementation
- Coordinating with creative/adv agencies on online/offline communication and activations
- EVENTS: organizing events and exhibitions
- Public Relations

DIGITAL OPPORTUNITY TRUST (DOT) – NGO Project

Marketing Communications, 10/2017 – 3/2017

Manage marketing and communications functions of a new industry in Lebanon: Socially Responsible outsourcing called BOT. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and conferences and seminars marketing.

Selected Accomplishments:

- Market Research, Brand development and digital strategic campaign for the new industry in Lebanon
 - Developing and launching integrated, multi-channel print, catalog, web and direct marketing
 - Leading market launch for B2B and B2C
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GOMOBILE SAL – Sole distributor HTC and Lenovo, Beirut Project

Marketing Communications Manager, 6/2016 to 4/2017

Manage corporate marketing and communications functions. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing.

Selected Accomplishments:

- Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaigns
 - Led market launch of 2 new HTC model Launched – consumer – trade
 - Led SONY trade launch and POSM coverage in the mobile retail universe within Lebanon
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JOGA FZ LC – Healthy Quick Service Restaurant Chain, Dubai

Marketing Manager, 1- 2013 to 5-2016

Manage corporate marketing and integrated online/offline communications functions for 4 restaurants catering to busy working professionals of Dubai, increasing sales to over 20k AED per day per branch.

Selected Accomplishments:

- Lead the overall marketing for four outlets within Dubai.
 - Research– Qualitative and Quantitative Market Studies on consumers.
 - Conduct monthly menu engineering and overall analyses.
 - Digital content director and implementer
 - Launched Joga's passion music project (Vitamins and Vinyl) along with it's own store
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PHILIP MORRIS INTERNATIONAL –**Marketing Executive, 11- 2011 to 12-2013**

Part of the commercial team developing and executing digital channels, brand ambassador program, trade /merchandise incentive programs the new form of marketing in the dark market of tobacco in Lebanon.

May 2013-December 2013 - *Consumer Engagement Executive*

Selected Accomplishments:

- Planned and executed consumer engagement drives in Legal age meeting spots nation-wide.
- Planned and implemented 2 Market Census (Low& Cheap segment and Beach resorts).
- Planned, developed and implemented the execution of Marlboro - Beyond campaign.
- Set up/renewed sponsorship contracts with LAMP owners in the Lebanese HORECA universe.

November 2011-April 2013 - *Commercial Project Executive*

Selected Accomplishments:

- Developed and implemented the Awareness phase of the Brand Ambassadors Program (informing legal age smokers about this job opening over a period of 4 months).
 - Developed and implemented the Recruitment phase of the Brand Ambassadors Program (short-listing and filtering 1,600 applications to recruit 15 University Student to support the launch of an online platform).
 - Developed and implemented the Activation phase of the Brand Ambassadors Program
 - Developed Market/Consumer segmentation for the Lebanese Market.
 - Planned and supported the creative implementation of 3 major consumers based events.
 - Planned and monitored budget forecast and allocation of the project's financials for Q2, Q3 of 2013.
 - Developed an online interactive social community platform for Legal Age Smokers "Dream to Be"
 - Created a loyalty program for merchandisers "Zeeda" to help enhance merchandiser productivity.
 - Assisted in the planning and execution of trade programs for retailers
 - Developed trainings and boot camps for merchandisers introducing new approaches to marketing
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RADIO ONE LEBANON – Lebanon's Number 1 and oldest English Radio Station**Morning Show Producer/Co-Host, Head of Marketing and Research, 3 - 2009 to 10 - 2011****Selected Accomplishments:**

- Managed, Cohosted and produced the morning show with Gavin Ford on Radio One
 - SPI - Led campaigns of over 150 sponsors spanning across varied industries
 - Conducted competition analyses to build strategies for programming
 - Managed, hosted and produced on-air program "Getting Up Close" promoting the local buzz in Lebanon, featuring artists, NGO events, educational events and so forth.
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PATH SOLUTIONS – Islamic Banking Software Solutions, Beirut - Project
Marketing Consultant and Product Communication, 1- 2009 – 5 - 2009

Selected Accomplishments:

- Conducted research on the various IT providers for Islamic Banking.
 - Developed strategic recommendations based on the information derived from the research.
 - Wrote product manuals and brochures to be distributed to bank clients.
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ZAWYA ABQ – Beirut

Research Analyst, 6- 2007 – 12 - 2008

Oil and Gas sector specialist part of the corporate marketing team.

Selected Accomplishments:

- Researched Oil and Gas Companies and projects within the MENA region
 - Updated financial and business information on leading companies Developed insight trainings/reports on the macro and micro oil and gas sector within the MENA region
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IPSOS - STAT – Beirut

Qualitative Research Analyst, 1- 2006 – 5 - 2007

Selected Accomplishments:

- Met with various clients to set research objectives and scope of work.
 - Constructed questionnaires and discussion guides that aim to achieve the objectives of the study.
 - Directed the field workers on how to recruit the right participants for the study based on set demographics from selected geographic locations.
 - Conducted focus groups
 - Recorded all the findings that were presented by the participants in the focus groups.
 - Analyzed the data through a set grouping system.
 - Transferred the data into result reports
 - Developed strategic recommendations based on the information from the focus groups in respect to the external business environment the client is facing.
 - Presented the report with strategic solutions to Ipsos management & client's managerial board.
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Technological/Online Skills

Software: MS Office (Word, Access, Excel, PowerPoint)

Certificates: Adaptous: Social Media – Facebook and Instagram – Business Manager Training -
Adaptous: Google, Youtube, linked-in, Twitter Content management

Education

MONASH UNIVERSITY, Melbourne, Australia

Bachelor of Business and Economics 2003 - 2006

- Bachelor of Psychology, Marketing & Management

Languages

- English: read, write, speak and understand fluently
- Arabic: speak and understand fluently

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- **Available for Relocation**