

Michelle Hajjar

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Profile

Results-driven marketing and communication professional with more than seven years of experience in digital marketing, innovative campaign development, client acquisition, account management, public relations, social media and media monitoring. Deep understanding of European, Gulf and Levant markets ranging from data-driven market trends to consumer behavior. Self-starter with a proven track record of building teams, cultivating leadership and spearheading execution, especially of online marketing campaigns and digital transformations, to achieve ambitious results that directly impact bottom line. Fluent in English, French and Arabic.

Professional Experience

Jun 17 – Present

Demco Properties | Marketing Manager | Beirut

Key Achievements

- Built and directed in-house marketing department, managing a USD 650m portfolio for real estate projects.
- Increased qualified leads by 50% versus previous year with a 2.5% conversion rate.
- Curated content and managed brand across social media platforms; revamped brand guidelines and website.
- Hired and trained three marketing professionals, set their KPIs, and reported directly to GM on performance.
- Designed, implemented and intensely tracked (customer-acquisition) campaigns for large-scale developments including Demco Towers, FortyFour Tower and RedRock Resort (included offline marketing and branding).
- Conducted/presented in-depth market study for an urban region intended for home, office and retail spaces.

Mar 16 – Feb 17

Patchi Global | Senior Digital Professional | Beirut

- Directed digital marketing team and played a key role in digital transformation using an omni-channel approach.
- Innovated an online consumer experience; managed website and launched e-commerce channel for Lebanon.
- Created novel customer interaction channels on social media using videos, illustration and photography.

Apr 14 – Sep 15

Burberry | Marketing Manager, Beauty | London

- Launched Burberry Beauty category in-house with a distinctive luxury British positioning, driven digitally and rolled it out across 20 countries; achieved +21% sales growth in one year.
- Led launching, as part of the product team, of ‘My Burberry’, the first iconic fragrance in Burberry’s EMEA portfolio. Ranked first in stores and sustained momentum with ~30% market share depending on markets.
- Developed localized strategies around key gifting and forming 50 successful strategic partnerships as a result.
- Assisted in securing contract for entering Gulf market by presenting a marketing strategy to UAE distributor.
- Negotiated and secured retailer visibility with strong trade marketing plans and digital innovation tools.
- Worked on opening of the first ever Burberry beauty store in Covent Garden.

Sep 13 – Mar 14

Estée Lauder (Clinique & Origins) | Marketing Coordinator & Product Manager, Travel Retail | London

- Teamed with regional marketing manager to develop and implement sales and marketing plans across EMEA.
- Managed on-counter digital rollout in 20 countries; created locally relevant, successful marketing initiatives.
- Formed strong relationships with retail partners to grow business; delivered sales and marketing presentations.

Sep 11 – Aug 13

Havas Digital Worldwide | Account Manager, COTY Inc. | Dubai

- Headed client-agency relationship for Coty Beauty/Prestige in MENA markets.
- Increased ranking of Rimmel London from 6th to 2nd place in 2013 (~50% sales growth).
- Pitched for new business and won accounts including Woojooh and Hersheys.

Summer Internships

Leo Burnett & Mindshare | Communications Intern | Beirut & Dubai

Education & Leadership

Education

Lebanese American University (LAU) | BBA in Marketing

Trainings

Software Development Course

Startup Support

Switch2VU | Marketing Consultant

Volunteering

Children’s Cancer Center | Volunteer