

MARIE-ROSE KOYESS

Haddad Bldg • Beit-Mery • Lebanon

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WORK EXPERIENCE

- 2014 – Present **A&S Chronora** Beirut, Lebanon
Manager / Marketing Manager – Rolex & Tudor
- Crafted yearly strategic plans for brands and service center including budgets planning & execution
 - Developed a strategic plan for a new vintage / heritage business
 - Instigated a loyalty program **application** considering industry & market specificities: Excellent review by Rolex HQ
 - Initiated Rolex brand repositioning in close collaboration with HQ: online & offline
 - Negotiated & held two worldwide exhibitions for Rolex, a first for the market
 - Activated several trainings & studies for marketing & sales teams in quest of world-class customer experience. Studies included digital insights.
 - Drove the company CRM software change motivating my team of 8 and other team members to surf its challenges
 - Trained and coached the CRM team on retail profiling and database analysis actioning several client initiatives while stirring the culture of customer experience
 - Supervised all digital communication channels and media: including website creation from scratch, social media management, Google analytics, digital greetings & newsletters
 - Handled change management & revamping of operations: a bottom-up approach compared to a previous bottom-down method
- 2008 – 2013 **RICHEMONT** Dubai, UAE
Marketing & Communication Manager – Officine Panerai
- Directed the marketing and communication strategy for 14 countries across the Middle-East, Part of Europe & North Africa reporting to Marketing & PR global directors
 - Managed two PR agencies, one advertising agency & 12 country marketing managers
 - Initiated partnerships to enhance brand awareness and credibility
 - Supervised a budget of EUR2M. and tracked performance against objectives
 - Led several shop construction projects: budgeted and supervised teams of architects, contractors to meet the brand's standards on tight deadlines
- Senior Product Manager – Cartier**
- Headed the EUR100M jewelry category in 7 countries across Middle East and India
 - Led the subsidiary to #1 worldwide rank in turnover several times across collections
 - Initiated customized product development for VIP clients leading to +12% increase in turnover in year 2 (EUR12M)
 - Advised Paris/Geneva HQ on product development
 - Introduced new initiatives including pre-launches at world class events (e.g. Dubai Polo Challenge) and digital approaches
- 2006 – 2008 **L'OREAL** Beirut, Lebanon
Brand Manager, FMCG Division – L'Oréal Paris Cosmetics and Hair care (Make-up, Elsève, Elnett, Studio Line, Jacques Dessange)
- Crafted short- and long-term strategic plans for all brands
 - Identified opportunities on cosmetics and hair, increasing share by 3% and 5% resp.
 - Built brand's credibility on pillar products through 360° communication strategies
 - Developed action plans across several functions including media and PR, distribution, merchandising, business development

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- Initiated consumer studies: Usage & Attitudes, Image & Awareness, Call Backs

2003 – 2006

ACES, SAL

Beirut, Lebanon

Marketing Coordinator – Electronics & Home appliances

- Lead Panasonic marketing and communication plans from crafting to implementation, alienating between local insights, brand positioning and budget
- Ensured a healthy ROI by monitoring orders, purchases, sales, inventory and the communication budget of Panasonic
- Recommended plans on Thomson (France) 2005 brand re-positioning
- Conducted research to assess market for American refrigerators General Electric and Frigidaire, and crafted strategies for each brand
- Initiated a CRM program for Gaggenau (Germany) and advised on relationship standards with partners and clients

EDUCATION

2016

ESCP EUROPE – ECOLE SUPPERIEURE DES AFFAIRES **Operational Management Program**

Beirut, Lebanon

2000 – 2003

AMERICAN UNIVERSITY OF BEIRUT **Bachelor's in business administration**

Beirut, Lebanon

- Awarded "Certificate of Outstanding Achievement in recognition of Academic merit, Excellence of Character, Leadership and Dedication to Service", and Dean's Honor List

ADDITIONAL

- **Trainings:** The Art of Selling Luxury by "Roland Naudin Consultants International", Colored Stones by "Cartier", Professional Diploma in Social Media Marketing by "The Digital Marketing Institute", Tudor Commercial training, Rolex Standard Training 1&2, Presentation skills, Time Management, The Art of Make-up - L'Oréal headquarters Paris, etc...
- **Languages:** Written and Spoken fluency in English, French and Arabic
- **References:** Available upon request