
SUMMARY OF QUALIFICATIONS

Highly motivated, adaptable, committed and result-oriented individual with strong communication skills.

Education

Notre-Dame University – Zouk Mosbeh, Lebanon

Fall 2010– Fall 2014

Graduate - B.A. in Advertising & Marketing

Soeurs des Saints Coeurs– Kfarahbab, Lebanon

Baccalaureate in Humanities (LH)

1994 - 2010

Certification - International Advertising Association(IAA)

Jan. 2014 - Present

Diploma, Marketing Communications

PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS

Marketing Executive at JGroup Holding

Aug. 2015 - Present

- Developing marketing and communication strategies for TV Channels, publications and Radio
- Developing yearly media strategies along with media plans for all mediums
- Conducting key word research and web statistics reporting.
- Managing and keeping up-to-date with current digital trend and contact database
- Implement the development strategies to increase reach and ratings and add value to the brand in the market

Account Executive at JGroup Holding

March 2015 – Aug. 2015

Handling leading Arab TV channels: Iraqiah TV, Mayadeen TV and Hawacom TV – Lebanon & Iraq

Responsible for setting the yearly sales target for each TV channels and maintaining relationship with key stakeholders at an agency and client level:

- Leading the effort to grow the Iraqi business by developing and managing revenue producing relationship with clients and agencies
- Engaging in all stages of the sales cycle, from prospecting to developing customer rapport, closing business and servicing accounts.
- Initiating contact with leading media agencies in Mena that led to acquire new business to our firm.
- Managing a diverse team between Lebanon and Iraq while undertaking research and analyzing data using specialist industry resources & measuring tools; such as Ipsos Statex and MediaTab.

Internship – Account Executive at “M&C SAATCHI”

Nov. 2014 – March 2015

Managed and structured campaigns within strict timelines involving multiple departments within the agency and 3 party suppliers with a broad range of media channels such as TV, radio, outdoor, print and in-store.

- Worked with the account manager to brief media, creative and research staff, and assisting with the formulation of marketing strategies.
- Managed on building strong relationships with clients and enhanced brand's core value and image through solid strategy proposition and presenting the creative work for approval or modification.
- Received briefs from the client, processed it through the internal systems, ensured amendments are done by coordinating with relevant parties, received clients approval and started execution.

Internship – Media Executive at “Starcom MediaVest Group”

April 2014 – July 2014

As a trainee, i rotated in both departments, the online department and the offline department

- Developing media plans across all media vehicles to ensure visibility of brands.
- Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

- Manage presence in social networking sites including Facebook, Twitter, and other similar community sites, posting on relevant blogs, forums and seeding content into social applications as needed.
- Assist other planners in proper methods of preparing, evaluating and implementing media plans and undertake the execution of major media initiatives.

Marketing Coordinator/Assistant in Caracalla Dance Company production

Feb. 2010 – Nov. 2013

- Production Assistant with the Caracalla Dance Theatre for the production of “Villager’s Opera”; involved in the media advertising campaign (outdoor networks such as Pikasso and Flambeau), as well as Television (LBCI), Radio (Radio One, Light FM, Sawt Loubnan) and Social media.
- Assistant with the promotional department of the Caracalla Dance Theatre for the production of “Zayed and the Dream” in London at the Coliseum Theatre; participated in the design phases with the company “Target”, followed by the advertising campaign which extended into outdoor media, social media and leaflet distribution in major theatres within London’s famed West End.

Internship – Research Analyst at the Italian Company “Ideogamma”

August 2012

- The internship included researching archives of Lebanese tradition and Folklore for advertising and encouraging images in Lebanon at “Rimini” international Exhibition (Italy).

Special Projects

Nov. 2010- Jan. 2014

- Senior Year Project: Full Fledge campaign of “Caracalla Dance Company” (Fall 2013-2014): Prepared the research proposal of the company which included the situation analysis, the SWOT analysis, the Marketing objectives and strategy, the Creative plan, the Media plan and Sales promotion & PR plan.
- Marketing strategy and brand extension for “Lipton” project (Fall 2012-2013): The project included the execution of a creative plan.
- Full fledge campaign of “Sanita S.A.L” company (Spring 2011): Organized a creative multi-media advertising campaign for “Sanita S.A.L”.

Self Employed

April 2008 - Present

- Private Tutor in English, French and Philosophy for High School and University students.

Computer Skills

Aptitude with: Microsoft Office, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Ipsos Statex and MediaTab.

Activities

- Dance (Caracalla Dance School; 1998 – Present)
- Girls Scouts (Lebanon; 2001 – 2008) taught me to be Independent along with the importance of synergetic team building
- Runner at Beirut Marathon Association for the cause of Animal Welfare.
- Travelled extensively and have visited places which include England, France, China, Switzerland, Italy and Turkey.

Languages

Fluent in English, French and Arabic

References

- Karine Barakat: Managing Director Egypt + Product Director Levant and North Africa at Starcom MediaVest Group
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- Christele Barakat: Head of Marketing Department at Chabros International Group
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