

# GRACE BOU NAFEH

Marketing & Communication  
Translation & Interpretation

📍 Adonis, Lebanon  
👤 1979  
✉ Grace.bounafeh@gmail.com  
☎ +961 3 510 575

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❖ Communication across different cultures ❖ Rebranding for Excellence

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## SIGNIFICANT ACCOMPLISHMENTS & SKILLS

Establishing the Marketing & Communication divisions at Lebanese and German Power Generation companies; bridging the different departments; setting up the communication lines between the two different corporate cultures.

Over fifteen years of international professional exposure, developing and implementing communication plans to reach different target audiences for industrial and architectural products, working with international and multicultural teams.

Efficient communication skills and high cultural sensitivity.

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## PROFESSIONAL TRACK RECORD

### **CORPORATE AND RETAIL MARKETING & COMMUNICATION CONSULTANT**

Aug. 2015 – present

Debbas Group / The Light Avenue by Debbas, Beirut, Lebanon

Communication across markets for industrial, commercial and retail lighting products.

#### **Main Achievements:**

- Aligning communication across worldwide branches to project a consistent brand image
- Rebranding of retail brand into “The Light Avenue” to meet market challenges and change customer perception
- Developing and implementing communication plan to reach new target audiences
- Planning and implementing marketing campaigns for the retail business
- Developing communication tools to assist sales teams (in different languages)
- Organizing and managing customer-oriented / PR events (invitations, catering, entertainment, media, press release)
- Managing social media platforms
- Managing website content
- Liaising with Media representatives, negotiating and finalizing media bookings, following-up on payments

### **TRANSLATOR AND INTERPRETER**

Sept. 2010 – present

Freelancer

- Interpreter for the United Nations and other international organizations (Leigh Day, Agence de la Francophonie) and NGOs (World Vision, War Child).
- Interpreter for the Lebanese Internal Security Forces – training village, Aramoun.
- Interpreter for foreign media agencies (Rai TV, Radio-Canada TV, ITN) during interviews with Lebanese officials and Syrian refugees in Beirut, North Lebanon refugee camps, and Turkey
- Interpreter for Lebanese MP during interview with US magazine.
- Translator for COMCEC and OIC (Turkey), Lebanese Governmental Authorities, Communication Agencies, NGOs, UN, etc.
- Lebanese language teacher at UNHCR Beirut – for staff members

### **UNIVERSITY INSTRUCTOR**

Spring 2015, 2016, 2018

Lebanese American University (LAU), Beirut, Lebanon

Translation courses: “International Organizations” (AR – FR – EN language combinations)

**COMMUNICATION MANAGER**

Oct 2013 – July 2015

Sakr Holding, Beirut, Lebanon

Marketing of power generation equipment and power plant turn-key solutions, and Real Estate ventures.

**Main Achievements:**

- Developing and implementing yearly marketing plan and budget for the Power Group
- Organizing Public Relations events and international exhibition participations in the Real Estate and Power industries
- Developing communication tools to assist sales teams
- Planning and implementing marketing campaigns to reach potential clients
- Liaising with Advertising and Media agencies

**UNIVERSITY INSTRUCTOR**

Spring 2012

Arts, Sciences and Technology University in Lebanon, Beirut, Lebanon

Course: "Sales Management"

**MARKETING MANAGER**

Sept. 2008 – June 2010

MBH-Maschinenbau Halberstadt GmbH, Halberstadt Germany

Marketing of power engines, power generation equipment and power plant turn-key solutions, running on different fuel types.

**Main Achievements:**

- Establishing the marketing division
- Coordinating between Group companies for cultural alignment and integration
- Revamping brand image and launching new brand on an international level to reach new audiences
- Planning and implementing Customer Satisfaction survey with clients across the globe
- Developing and implementing marketing plans
- Developing marketing tools to assist sales team
- Translation of sales and marketing material: English, French, German

**MARKETING MANAGER**

Feb. 2005 – Aug. 2008

Sakr Power Group, Beirut, Lebanon

Marketing and Communication for power generation equipment and power plant turn-key solutions

- Revamping of brand image
- Organizing Public Relations events and over 20 international exhibition participations
- Developing and implementing marketing campaigns
- Planning and implementing Customer Satisfaction surveys
- Liaising with branding, advertising and web agencies

**BUSINESS DEVELOPER**

Jan 2004 – June 2004

Lisapharm Laboratoires, Paris, France

- Researching the Middle East for the expansion of the business through French Economic Missions
- Developing and negotiating commercial contracts with Middle Eastern companies
- Translating pharmaceutical documents from French in to English, Arabic and Spanish

**EXPORT COORDINATOR**

April – Dec 2003

Delifrance, Ivry sur Seine, Paris, France

- Processing orders and their relative customs-clearing documents
- Commercial communication in Italian
- Developing program to forecast orders and follow-up on stock levels

## **LOGISTICS MANAGER**

Nov. 2000 – Nov. 2002

Delifrance Middle East / Boulanges, Beirut, Lebanon

- Negotiating and finalizing offers between European suppliers and Middle Eastern clients
- Analyzing country requirements
- Processing orders and their relative customs-clearing documents
- Planning for packing, transportation and clearing of goods
- Writing cover letters, working on financial reports and letters of credit for Gulf Countries' orders

## **PROJECT COORDINATOR**

July – Oct. 2000

International Fairs and Promotions, Beirut, Lebanon

- Implementing international sales campaigns for a regional construction material exhibition ("Project Lebanon")
- Developing a program to analyze expressions of interest and generate sales indicators and statistical reports

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## **ACADEMIC TRACK RECORD**

<b><i>Master in Interpretation</i></b> Lebanese University, Beirut, Lebanon	2012– 2014
<b><i>B.A. in Translation</i></b> Lebanese University, Beirut, Lebanon	2010– 2012
<b><i>Master in International Affairs and Intercultural Negotiation</i></b> University Paris X, Nanterre, France	2003– 2004
<b><i>Master in Social and Economic Administration</i></b> University Paris X, Nanterre, France	2002– 2003
<b><i>B.A. in Business Administration</i></b> American University of Beirut, Beirut, Lebanon	1997– 2000
<b><i>French high school degree (baccalauréat scientifique)</i></b> Grand Lycée Franco-Libanais de Beyrouth, Beirut, Lebanon	1997

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## **LANGUAGES**

English, French, and Arabic	Fluent
Spanish	Very good
German	Good
Greek, Italian	Basic level

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## **FURTHER TRAININGS & INTERESTS**

- Certified Digital Marketing Training, 2019
- Communication volunteer with the Waste Management Coalition, Lebanon, 2019
- Communication officer at IndyAct NGO and development of waste management project, Lebanon, 2012
- Teacher at juvenile detention center, Lebanon, 2011 (volunteer)
- Agent for the "Authors and Intellectuals" during the 9<sup>th</sup> Summit of the Francophonie, Lebanon, 2002 (volunteer)
- Traveling, hiking/backpacking, dancing, reading

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## **TRAVELING EXPERIENCE**

Argentina, Austria, Belgium, Canada, Colombia, Cyprus, Czech Rep., Denmark, Egypt, France, Germany, Greece, Holland, Italy, Jordan, Lebanon, Norway, Oman, Peru, Russia, Spain, Sweden, Switzerland, Syria, Turkey, UAE, USA.