

## CONTACT

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## SKILLS

Leadership

Innovation

Interpersonal

Communication

Problem Solving

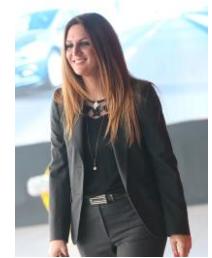
## CLIENTS PITCHED & HANDLED

Services Provided for International and Local Clients:

- Marketing and Communication Strategy, Planning, Offline Media, Social Media, Digital Media, Search, Product Launch, Branded Content, Branding, Product Placement, Research, Production, Budgeting, Creative, Agencies Management.
- Japan Tobacco International *Lebanon, Jordan, Syria and Iraq* (All above services including PR and activations)
- Nokia *Lebanon, Jordan, Syria and Iraq* (All above services including OOH production, in store devices launch and in Malls activations)
- Total *Lebanon* (All above services including PR i.e. Total Effimax launch conference)
- Adidas & Reebok *Lebanon, Jordan and Syria* (All above services including PR i.e. store opening in Verdun and Stella McCartney collection launch)
- Emaar *Lebanon* (PR for the Phoenicia Hotel Real Estate annual exhibition)
- Heineken *Lebanon* (All above services including streets activations)
- Kellogg's *Lebanon* (All Above services including PR i.e. in store product expiry date crisis)
- Fine *Lebanon*
- Spinneys *Lebanon*
- Al Nakheel *Lebanon* (Full Campaign for Phoenicia annual Real Estate Exhibition)

# Christiane S. Jbeily Abi Said

Marketing, Communications and PR Senior Director



## QUALIFICATIONS

- Communication and Marketing professional with solid background in operations management.
- Problem solver who combines intellect and creativity in finding solutions to complicated challenges.
- Effective communicator and implementer of policies while ensuring optimal support/guidance for employees at all levels. An influencer and motivated team leader/player able to coordinate multiple team efforts simultaneously to ensure company/clients objectives are achieved. Proactive, flexible, energetic, and out of the box strategic thinker. Outgoing personality and ability to multitask and work different projects simultaneously.
- Professional presentation skills.
- Digital Marketing specialist (SEO, SEM, social media platforms, Website, E-commerce and Content Marketing)
- Wide experience in Marketing, Media, PR, Communication, Production and Events management.

## EXPERIENCE

### Middle East Marketing and Communication

Jul 2017 - Present

#### Senior Consultant

- Digital Expert: covering all digital channels to achieve marketing goals (email Marketing, PPC, Organic search, display advertising, content marketing, social media marketing).
- Digital Strategist starting with audience research (audience research and persona creation), objectives, channels strategy and content strategy (Topical and Evergreen content) to reach media strategy analysis and accordingly revise to increase conversion and retain customers.
- SEO, SEM, Content Marketing and Social Media Strategy/management and social listening.
- E-commerce Launch including USA (e-commerce platform along with social media platforms)
- Develop Business Plan and Marketing Strategy for startups and NGOs.
- Mentoring, Coaching and training startups to apply for grants.
- Events management and coordination
- Expertise in international communication and ecosystem communication.
- Branding and Rebranding.
- Manage sponsorship packages for sports development activities, environmental activities, environmental awareness campaigns and Cultural events.
- Markets: Middle East
- Industry: NGOs, PR company, Education Group, Entertainment, E-commerce and innovation and Entrepreneurship

### Part-Time Faculty / Marketing Instructor

Jan 2026 – Present

#### LAU – Adnan Kassar School of Business

- BBAC *Lebanon* (Advertising and Communication campaigns / Corporate and product launch)
- Philips *Lebanon* (All above services including PR and production)
- Western Union *Lebanon*
- Whirlpool *Lebanon* (All above services including PR and production)
- Nokia Networks *Pan –Arab*
- Volvo Construction *Pan Arab*
- MTC Touch *Lebanon* (Launch campaign)
- Qatar Rehabilitation Program *Lebanon*
- Zougheib Jewelry *Lebanon*
- Fluocaril *Lebanon*

### LANGUAGES

English

Arabic

French

### TRAINING

- Sales Training  
Opel Training Center  
Germany, 2016.
- Mediame Forum  
Levant Digital Media Event  
Jordan, 2010.
- New Business Seminar  
UAE, 2010.
- ICP training - Aegis Global.  
UAE, 2009.
- Nokia Induction  
Finland, 2009.
- Aegis Global Annual Conference  
Germany 2010.  
China 2008.  
South Africa 2007.
- Carat Tools  
Cyprus, 2005.
- Attitude Building & Relationship  
Lebanon, 2009.

Training and Seminars directly related to client's activities.

### CONTINUING EDUCATION

- Certificate, Fundamentals of Digital Marketing  
Google Digital Garage, April 2020.

### REFERRAL

Available upon request.

### **Head of Marketing**

#### **Daher Foods**

(Chips and Confectionary: Master, Karkish, Yupiya, Mastro)

April 2025 – Oct 2025

### **Marketing and Communications Director**

#### **ABC Mall and ABC Department Store**

March 2024 – Nov 2024

- Develop and execute the marketing strategy for both retail and Mall ensuring alignment with the company strategy and objectives meeting, in parallel, customers' needs and maximizing profits
- Define the yearly marketing business plan based on extensive and comprehensive market research and company objectives
- Run the yearly action plan and overlook the execution phase to reach objectives and deliverables through effective delegation and follow up
- Build the long-term plans geared towards operation excellence and outstanding service
- Research and analyze market trends and competitors for effective business development and develop marketing plans, campaigns and activities accordingly
- Seize potential business opportunities aiming to increase and sustain revenue and profitability
- Create targeted marketing campaigns that help raise brand and service awareness using different mediums and channels and addressing different audiences and segments
- Plan and lead on the digital marketing strategy for the company
- Develop and implement a creative calendar of events that fosters traffic and increases customer engagement
- Create and lead the strategy and development of marketing campaigns or initiatives including the design of the CSR plan
- Develop creative briefs for all communication platforms including print, digital and video
- Conceptualize, create engaging content and implement campaigns ensuring the alignment of communications and messaging across all channels
- Develop regularly a competitive study, gather and analyze activities and network with key partners to be used in future campaigns and activities
- Drive the development and execution of the policies and procedures, identify potential risks, suggest solutions and system enhancements
- Responsible of different cross and inter departmental projects and initiatives with CRM and market research, entertainment, communication and PR activities and tactics and suggest strategic initiatives for planning and development
- Collaborate closely with the visual merchandising Team to ensure the related alignment of all strategic plans and capability for realization
- Lead the development/updates of ABC digital touch points including corporate website and e-commerce channel in alignment with the targeted business strategy of realizing a state-of-the-art seamless customer experience.
- Set and manage the marketing budget, monitor the effective utilization by adhering to the guidelines whilst optimizing costs and assessing return on investment
- Drive the financial KPIs to meet strategic business goals and to ensure correlation with the yearly budget
- Ensure that optimal investments and decisions are made for both CAPEX and OPEX, in collaboration with Finance

### **Marketing and Communications Manager**

#### **Saba IP (Consultancy 10 months contract)**

Feb 2023 – Nov 2023

- Grows brand equity and share of voice amongst target audience
- Defines the brand identity in line with the Company's vision and strategy
- Develops the consolidated MarCom strategy including PR, social media & digital strategy with clear communication guidelines across touchpoints that support and link to the company brand positioning and key values
- Develops competitive intelligence and SWOT across areas of the MarCom to define the road map and way forward.

- Develops the content strategy in line with the vision and mission aligned with the industry global trends
- Develops a stakeholder map to identify influencing parties to enable the MarCom plan.
- Develops a defined MarCom campaign plan for the coming years with innovative approaches and integrated campaigns addressing the multiple target audiences and objectives
- Defines a standard process / approach to rate the different planned & unplanned events/awards/listings that the company needs to be involved in
- Defines internal and external opportunities and processes for effective marketing and communication strategy implementation and flow
- Elevates all communication collaterals including website, newsletters, etc.
- Drives digital & automation transformation in MarCom
- Defines the customer journey plan and defines opportunities for lead generation and communication opportunities
- Leads the CRM implementation & integration process and capitalizes on the automation possibilities for MarCom purposes
- Develop KPIs to tracks the marketing campaigns and identifies opportunities for optimization to improve rate of impact
- Develops the internal team's structure and skillset to support the business growth

**Marketing, Communication and PR Manager**

*Oct 2021 - May 2022*

**The Asher Center for Innovation and Entrepreneurship (ACIE)**

- Develop the communication and PR strategy.
- Responsible for internal and external communication.
- Develop and implement the social media strategy.
- Support entrepreneurs with their Marketing and Communications needs.
- Develop Marketing and communications plans for the programs, activities, competitions, and local and international collaborations within ACIE.
- Promote the ACIE community of startups locally, regionally and internationally.
- Liaise with local, regional and international entrepreneurship ecosystem stakeholders.
- Mentor, train and coach startups.

**Marketing and Communication Director**

*Jun 2014 - Jun 2017*

**TechnoCars s.a.l. - Opel Dealership in Lebanon**

- Re-launch Opel in the Lebanese Market.
- Responsible for internal and external communication.
- Develop the marketing strategy and lead marketing and communication projects (B2B and B2C) as well as the international communication.
- Collaborate closely with Sales Department and Aftersales to develop promotional strategies, plans and events to support sales and positioning of offers, including trade shows, industry meeting presentations, sales literature, web-based and digital marketing campaigns and sponsorships.
- Develop and execute marketing communications strategies to align with marketing initiatives and differentiate offerings in the marketplace.
- Provide organizational support to manage multiple projects simultaneously, including tracking project deadlines and budgets.
- Provide support for organizational branding initiatives and ensures specific product or service positioning supports the master brand strategy.
- Developing and supervising the execution of the digital and social media strategy as well as the content strategy and the website content.
- Lead the communication with the Brand Agency and the Digital Agency.
- Collaborate with team members to facilitate the creation of marketing materials and sales tools (case studies, newsletters, videos, presentations, reports, brochures, catalogs, training materials, interactive tools, website, etc.)
- Develop and execute tradeshow promotions strategy, including theme, messaging, pre- and post-show communications, booth layout and graphics, and leads generated.
- Dealership branding and Sub Dealers showrooms branding.

- Measure the success of marketing communications campaigns through metrics.
- Advocate and support the brand values and leadership essentials.
- Create and execute PR events for new products launch.

**Managing Director***Apr 2003 - Jun 2011***Carat Middle East, Levant Area - Lebanon, Jordan Syria and Iraq**

- Established Carat in Lebanon
- Applied the new corporate identity in the Middle East.
- Represented Carat Levant at Carat MENA Executive Management meetings.
- Managed Lebanon and Iraq Business along with the affiliates in Jordan and Syria.
- Excellent knowledge of the Levant markets.
- Developed and built long term relationship with Clients and suppliers/media.
- Negotiated annual deals, VR and AVR with suppliers/media.
- Developed and supervised communication plans, defining core target consumers, tracing consumer media footprints, creating and implementing integrated strategies.
- Digital and social media strategy for the international brands.
- Operations Management: Supervised and worked closely with the finance department on annual budgets, Forecast and Re-forecast, monthly P&L, International Reports, Clients and Suppliers ageing and HR.

**Media Director***Nov 2002 - Mar 2003***Mediaedge, Lebanon****EDUCATION****MBA / Marketing***Jan 2022 - Jul 2024***USEK | The Holy Spirit University of Kaslik****Bachelor of Arts, Advertising and Marketing***Sep 1995 – Jun 1998***NDU | Notre Dame University**