



Mira Fouany

Marketing Manager

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A dynamic & resourceful Marketing Manager in multi-site management and employee relations with over 15 years of F&B marketing experience delivering profitable digital marketing solutions to drive sales, attract and sustain customers, and build reputable corporate brands. Flexible, results oriented offering focused leadership & restaurant operations knowledge to drive profitability. Dedicated & passionate about providing excellent customer service. Specialized in: Team building/ Managing staff workshop/activity management. Computed data reports, provided required weekly, monthly, & quarterly reports.

EXPERIENCE

Buhaleeba Group UAE

January 2022 - Present

Group Marketing Manager

Companies: French Bakery Cafe - French Bakery Production – La Marquise International- Buhaleeba Real Estate- BuHaleeba Contracting- Grand Service Station - Roastery Station Cafe - La Prima Chocolate- Delizia Icecream - Chef Eyad Restaurant

- Develop marketing strategies for B2C & B2B companies.
- Manage 500,000 AED+ marketing budgets.
- ATL, BTL and TTL Marketing
 - Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
 - Design, manage, build and maintain the company social media presence (reach, engagement, impressions...) including working with influencers to boost the brand.
- Branding / Packaging / Logos...
- Increase site traffic by 20% by developing, new website design, executing and measuring integrated.
- Increase brands awareness
- Create, develop and maintain weekly, monthly and yearly marketing calendar.
- Instrument conversion points and optimize user funnels.
- Explore new marketing and branding partnerships with high profile client, enhancing company reach.
- Develop email marketing programs to retain customers.
- Analyze the results of the business and come up with strategies for the different products and acquisitions of the company.
- Motivate 10+ staff to exceed growth & revenue target.
- Drive the marketing strategy and positioning for the company.
- Running social & digital media campaigns.
- Continually identify and improve the product positioning and core customer segments.
- Come up with innovative, customer-driven marketing campaigns to increase sales.
- Get input and feedback from customers to continuously improve the growth.
- Define the long-term marketing strategy with the CEO.
- Manage and co-ordinate the PR activities of the firm and its related agencies if any.
- Research about the current marketing trends and keep tabs on competitors.
- Follow the company's KPIs.
- Act as a link between the sales and marketing organizations
- Oversee the hiring, training and performance evaluations of the marketing staff and also their daily schedules.
- Monitor and report all the marketing activities and their results
- PR with the media
- Conduct research to determine market conditions for current and new products.

Sustain a good work environment and ensure that the customers, stakeholders and employees are satisfied.
Provide product enhancements for all the teams.
Know about the company data and structure and update the knowledge regularly.
Co-ordinate with teams across different departments such as sales, corporate communications, legal, product development, engineering and more.
Supervise preparation of the budget, venue and expenses forecasts
Meet or exceed the financial targets by the end of the quarter or financial year
Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
Identify trends and insights and optimize spend and performance based on the insights.
Brainstorm new and creative growth strategies
Plan, execute, and measure experiments and conversion tests.
Collaborate with internal teams to create landing pages and optimize user experience.
Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
Collaborate with agencies and other vendor partners.
Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

Wooden Bakery Lebanon- KSA- UAE

June 2005- January 2022

Marketing & Social Media Executive

Developing strategies and tactics to boost the company's reputation and drive qualified traffic (Increased Inbound Traffic for Clients' by up to 60% - Managed team of 3 social media associates, increasing followers 60%, generating text, video, and image posts per day- Ran contests that generated 500 to 3,500 Facebook- Sourced 700+ images and wrote over 500 captions. Used Photoshop and Illustrator to develop 500+ original designs- Actively responded to and answered 10,000+ consumer questions. Increased 1-on-1 engagement with target market 200%- Directed social media campaigns that created a 35% increase in social shares and a 30% increase in overall engagement with posts.)

Running company social media advertising campaigns and analyzing data to determine whether social media campaigns have achieved their objectives.

Preparing and monitoring the marketing budget on a quarterly and annual basis and allocate funds wisely.

Monitoring the company's brand on social media and building a social media presence and brand awareness by maintaining a solid online presence and engaging relevant influencers

Responding to comments on each of our accounts and overseeing customer service provided via social media.

Creating actionable plans to both grow and maintain followers through popular social media platforms such as Instagram, Facebook, YouTube and LinkedIn

Analyzing data to determine whether social media campaigns have achieved their objectives.

Producing valuable and engaging content for the company website and blog that attracts and converts our target groups

Measuring and reporting on the performance of marketing campaigns, gain insight and assess against goals

EDUCATION

Lebanese University – Beirut, Lebanon

September 2001- September 2005

Bachelor of Business Marketing

SKILLS

Digital Media Professional - Budgeting and Planning - Regional Business Development - Campaign Management - Customer Experience Strategy - Multi-Country Operation - Public and Media Relations - Ecommerce Experience Strategy - Social Media Marketing - Exceptional Communication skills

LANGUAGES

Arabic (bilingual proficiency), **English** (Full professional proficiency), **French** (Professional working proficiency)

CERTIFICATIONS

Morgan - Digital Marketing Institute - Dec, 2016 / Formatech - Adobe Illustrator – July 2015 / Formatech - Adobe Photoshop – July 2015/ Tamayaz - Managing your company presence on social media – Dec, 2014 / Empower Consultants – Body Language Training – Dec, 2012/ Tamayaz – Customer Care Mindset – Jun, 2011 / BCTS - Handling Angry Customer to achieve a Win-Win situation – Sep, 2011 / Wooden Bakery - Basic Food Hygiene Course – Oct, 201/ Wooden Bakery - ISO 9001 – Aug, 2008 / Wooden Bakery - Basic Food & Sanitation -Personal Hygiene – Jul, 2017