



RANA GHRABI

BUSINESS DEVELOPMENT DIRECTOR



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With 10+ years in Advertising, Marketing and Business Development and a demonstrated history of working in branding and communication.

Determined, creative and skilled, I seek to maximize opportunities and optimize business for a cutting edge corporation.

With a passion for brand building, I have conducted market research to leverage customer insight, market needs and creative positioning for all brands and worked on integrated projects and campaigns, along with full-fledged branding operations, tactical and creative events, marketing strategies on both online and offline along with strategic effective business plans for major clients and international brands in Lebanon and Iraq.

MAIN ACHIEVEMENTS

- ✓ Successfully managed \$500+K campaign budget projects and successfully achieved the project scheduled goals.
- ✓ Developed and implemented new marketing strategies and Business Plans and launched new products in new markets.
- ✓ Worked on a total makeover for a brand identity and aligned it in 16 branches in GCC countries branches.
- ✓ Effective management for Humanitarian and private corporate events
- ✓ Ensured new clients grew into loyal customer base by implementing new loyalty programs.

EDUCATION

2000	Bac II- Philosophie - Notre Dame de la Paix
2000 – 2004	Advertising & Marketing - University of St Joseph -ESIB
2004 – 2007	Business Administration- American University of Science & Technology - AUST

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WORK EXPERIENCE

GLITTER Communication - Business Development Director - Iraq, Erbil.

August 2020 – Present

- Identify, define the deliverables and draft project proposals and presentations according to each client
- Develop strategies and Marketing campaigns to enhance sales in respect to the brand guidelines
- Work on Virtual, Live and Hybrid events by communicating with sponsors, drafting proposals.
- Managing UNDP campaign for social cohesion in Iraq amongst many others.
- Creating and proposing Marketing activations and new events that fits the market.

STEPTURE - Business Development Manager- Iraq, Erbil.

April 2019 – March 2020

Stepture is the exclusive distributor of luxury perfume for the LVMH and PUIG Group (DIOR, Carolina Herrera, PRADA, Valentino, GIVENCHY, Jean Paul Gaultier, PACO RABANNE, Nina Ricci...) and cosmetics brands in Iraq.

- Plan, implement, develop and execute strategies and Marketing campaigns to enhance sales in respect to the brand guidelines of each.
- Business plans for new competitive brands that suits Iraq market and consumer demand.
- Opening new markets in different cities to increase sales and profit on the company.
- Carry out other tasks and projects as necessary for achievement of key goals and as directed by the CEO.
- Communicating with LVMH/PUIG by giving timely effective reports, proposals and presentations.
- Ensure application of the marketing calendar activities in Iraq by communicating with all departments
- Work on market study /research and seek new opportunities in Iraq Market.

RED DEVELOPMENT – MARKETING CONSULTANT- Lebanon, Beirut.

April 2018 – March 2019

RED development- THE BRIDGE is a world-class entertainment complex that offers a wide range of leisure Venues.

- Work as an independent consultant with the Marketing department of THE BRIDGE.
- Provide written documents and verbal presentations for each venue to guide the creation of new marketing plans and strategies.
- Plan, Implement, develop and execute promotional campaigns along with successful marketing strategies
- Recommend specific marketing approaches and spending budgets to achieve the desired sales goals
- Come up with new products and service offerings to increase shares in new or existing venues.
- Responsible for promoting the complex and reinforcing its position
- Develop and help with the implementation of the communication strategy

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FTC - MARKETING MANAGER- Lebanon, Beirut.

March 2016 – March 2018

FTC- Food Trends Corporation is the holding company of the famous casual Lebanese Restaurant: Leila and 18 branches in GCC

- Manage the Marketing department that consists of CRM executive and Social Media Executive.
- Develop marketing strategies for the company in Lebanon in line with company objectives.
- Coordinate with various departments concerning the sales activities and developing new service offerings in line with Operations department, Food Safety and Accounting.
- Work on Marketing budget and Marketing activities throughout the year by planning and implementing promotional campaigns, events, CSR...
- Maintain effective internal communications to ensure that all relevant parties in the company are kept informed of marketing objectives.
- Analyze potential strategic partner relationships for company marketing along with following up on all 18 branches abroad in GCC on their Marketing plans and align accordingly.
- Work on a full fledge re- branding campaign and branding guidelines and mirror it in all branches abroad.
- Develop tactical and seasonal campaigns.

TEAM Y&R- WPP- MENACOM GROUP- ACCOUNT DIRECTOR

January 2013 – May 2016

- Manage day-to-day operations on the assigned account, direct and supervise account executives, collaborate with all agency departments, and ensure that all projects are executed in a timely manner.
- Strategic Planning & Preparing annual Communication & PR plans for all clients
- General Coordination and Follow up with Client on daily basis
- Supervision of the Media Monitoring Department, including the review of daily, monthly and yearly monitoring reports
- Copywriting and Translation of communication documents (official key-personnel speeches; Magazine/Newspaper's features, interviews and insertions; event invitations
- Drafting Story Boards and VOs, slogans, signatures,
- Development of strong Media Relations through product placement, interviews, features, media tours, etc and media trip coordination
- Assist in all ongoing CSR initiatives and activities

WUNDERMAN- WPP-MENACOM GROUP - ACCOUNT MANAGER

February 2011 – December 2012

ASDAA- BURSON MARSTELLER- WPP- MENACOM- EVENTS PLANNER&PR

June 2010 – February 2011

CHANNEL DESIGN - ACCOUNT MANAGER

March 2007 – February 2010

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LANGUAGES

Arabic, English, French & basic Spanish

PERSONAL ACTIVITIES

- Volunteer in Tamana Organization- Granting wishes for children with critical illness
- Volunteer for Educational and social development of children in need- St Maron – Foursan Beirut
- Tree Planting Volunteer in IBSAR- Initiative for Biodiversity studies in Arid regions
- Scouts summer camp chief – NDP Scouts du Liban
- **Special Courses** in Graphic design (New Horizons)- Online Fashion Courses (Milano Fashion Campus)- Events Management (Coursera)
- **Workshops** in different fields:
Phi Management Training (Communicating with Impact- Coaching skills- Decision Making – Problem Solving- Performance Management)
Art therapy workshop, Fashion Stylist & Image consulting, Wedding & events planning
- Worked as a project manager for UN Campaign for social cohesion in Iraq.

SKILLS

Communication and customer service skills- Events planning and Conceptualization- Online and Offline Marketing Strategies - Analytical and Conceptual Skills- Creative & critical thinking- Business Intelligence – thorough knowledge in branding- Advertising & PR – Project Management

HOBBIES

Fashion, Traveling, Photography, outdoor activities & Horseback riding.

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