

SUMMARY

Experienced Designer, Project Manager and Branding Specialist with a demonstrated history of successful deliveries in the digital and print industries. Natural problem solver, skilled in Project Management, Graphic & Web Design, Branding and Business development, I am confident that I will be an asset within all types of organizations.

As a multicultural, multilingual entrepreneur, I have worked with clients from all across the globe, where I have been able to manage, oversee and deliver web and print projects from the proposal stage, to the technical and creative work, up to the delivery phase with excellent standards and profitability.

With a career that has shifted from graphic design into project management, I have the ability to deliver out of the box creative and robust results.

Eligible to work in the UK

PROFILE

- Experience in working with different industries (Automotive, Industrial, Construction and Real-estate, FMCG...)
- Ability to turnaround and deliver outstanding work at a fast pace and under extreme pressure
- Strong ability to maintain client and supplier relationships
- Ability to adapt to any type of organizational culture
- Experience in building and leading teams
- Sales and sales management skills
- Design and illustration skills
- Creating and improving digital user experience UX through analytics
- Expert at Arabic typography
- Strong attention to details
- Great presentation skills

EXPERIENCE

Freelance Designer

Graphic Designer & Project Manager, March 2019 - Current

- Worked with an array of highly demanding clients, in industries ranging from furniture to power generation.
- Created brand identity & strategy of for a new brand of Mattresses, Toppers and Pillows in the UAE Market (Vitazzi) which achieved a 2% share in the foam mattress market within the 1st 6 month of launch.
- Created brand identity, strategy and packaging for a new Home appliances brand in Nigeria (AEON).
Aeon has become a favourite in the affordable appliances section.
- Created brand identity & strategy for a home appliances online retailer in Nigeria (Jamara Home) that became one of the most trusted online retailers nationwide
- Designed print communication for Toshiba in Nigeria to introduce their new range of small appliances

Flip

Design Lead & Project Manager (Web and Print), May 2011 - February 2019

- Spearheaded Flip's creative output by challenging the team to profitably produce outstanding work across multiple disciplines
- Successfully organized and managed the scope of work for multiple web and print projects simultaneously for a selection of small, medium and large businesses
- Ability to translate customer expectations to seamless employee briefs
- Worked with clients marketing teams to translate their objectives into executable and successful web and print creative strategies
- Created solutions for customer needs through corporate identities, web presence, and printed mediums
- Managed team's schedule to deliver on time (sometimes before) multiple cross discipline projects
- Generated and delivered clients' regular progress reports
- Consistently delivered projects within the specified client budgets, while maximizing our return and minimizing our risk of non-delivery
- Maintained good relations with suppliers (printing presses and media representatives)

Key Brands: Mitsubishi heavy industries | Legrand | GE Lighting | ABB | FG Wilson | Thyssenkrupp (Nigeria, Ghana, Iraq, Ivory Coast)
Mercedes | Volkswagen | Mitsubishi Motors | Ford | (Liberia)
Henry J Beans | MV Augusta | Airah | TCX | Leatt | Avia | Kendall | Cooper Tires | GT Radial | (Lebanon)
Auping | Technogel Sleeping | Dunlopillo | Haecker | (Dubai, UAE)

Smokey O'z Restaurant

Founder - Head of Operations, June 2010 - March 2011

- Created concept, brand identity and visuals
- Recruited and managed a team of 11 employees
- Developed a marketing campaign to create brand awareness
- Created a digital strategy to retain and upsell to existing customers while acquiring new ones
- Conducted cost-price analysis to maintain accurate profit margins.
- Successfully maintained good supplier relations

EXPERIENCE

Obegi Consumer Products, FMCG,

Assistant Product Group Manager, March 2009 - September 2009

- Created KPI reports based on sales metrics
- Assisted the product group manager in the execution of the brand strategy
- Coordinated (Trip to UK) promotional campaign for Mc Vities
- Managed BN Biscuits sponsorship campaign of "Barney the Dinosaur" children's play
- Increased sales and profits by re-negotiating the marketing budget with the supplier of one the leading brands of caramel candy
- Conducted a market research of supermarket shelf visibility and changed the merchandising strategy which also led to increased sales.

Key Brands: Mc Vities, Storck, BN Biscuits, Merci, British Rubber, Durex

U-Turn Media

Senior Graphic Designer, January 2007 - September 2007

- Created brand identities, corporate identities and collateral
- Created magazine identities
- Created and supervised magazine layouts
- Met with clients for briefings and presentations of concepts and visuals
- Handled pre-production for all print jobs

Key Brands: GNC

Freelance Graphic Designer

Graphic Designer, 2005 - 2010

- Worked with clients in different sectors to achieve their marketing needs
- Created brand and corporate identities.
- Designed websites that reflected brand identities
- Managed software and web developers to deliver exquisite digital products that meet the clients needs
- Created and managed advertising campaigns

EDUCATION

Richmond Business School

Richmond the American International University in London

Master of Business Administration, September 2017

Chartered Management Institute

CMI Level 7, Strategic Management and Leadership, September 2017

Hult International Business School

Master of Arts in Marketing, December 2008

Marketing Practicum, July - August 2008

Supervised a group of 3 Undergraduate Business students from Michigan State University in conducting a market research throughout London to determine the key elements to increase client consumption.

Novus Leisure (40 Shaftsbury Avenue, London)

Empire State College - State University of New York

Bachelor of Science (Concentration: Graphic Design), July 2006

VOLUNTEERING

Red Cross - Youth Department Lebanon , 2011 - 2014

- Created advertising visuals for awareness and seasonal campaigns

COMPUTER SKILLS

Software Skills

Microsoft Office | Adobe Suite | Autodesk 3D Studio Max | Autodesk AutoCAD 2D/3D | WordPress | Hootsuite | Google Analytics | AdWords

Programming Languages

HTML | CSS / CSS3 | PHP | JavaScript

TRAININGS

The Big Kahunas Sales - Training - Wydner Coaches - wydner.com

The Sitting Ducks Negotiations - Training - Wydner Coaches - wydner.com

The Sales Manager - Training - Wydner Coaches - wydner.com

LANGUAGE SKILLS

Fluent English, Fluent French & Fluent Arabic

