# Sara Ezzeddine

**Personal Details**

**Nationality:**  Lebanese

**Date of Birth:** 01/06/86

**Marital Status:** Married

**Languages:** Fluent English, Native Arabic & Intermediate French

**Phone:** ( 613)8662678

**Email:** sara.ezzeddine@gmail.com

**Personal Profile**

Group Communication Director and brand custodian with 16 years of experience in developing integrated marketing communications strategies across offline and online social and digital media channels. My experience ranges from market launches, to markets penetration, product development to deliver on growth strategies. A Strong proactive strategic planner and partner with extensive background on content development and media relations. A result- driven problem solver who readily adapts to change, works independently and exceeds expectations. Able to juggle multiple priorities and meet tight deadlines without compromising on quality working with different multi-disciplinary teams.

**Employment History**

**DDB - Dubai, UAE July 2015 – July 2022**

**Integrated Group Communication**

**Ok,=[,okw Director**

Accounts Managed: **Henkel** (Persil, Tage)**, Johnson & Johnson** (Neutrogena & Carefree), Air Arabia, Citibank, and **Abbott (Similac, PediaSure, Ensure, Glucerna, Pedialyte, Ensure MAX).**

* Develop fully integrated 360° marketing communication plans and execute them via respective creative solutions to further build equity ranging from offline and online digital and social activities to PR, branding, and events and sponsorships.
* Partner closely with clients and media agencies namely Omnicom Group (PHD and OMD) and Publicis (Starcom and Spark) and Group M/WPP (Mindshare) depending on the client’s portfolio to optimize content per platform
* Devise launch consumer centric plans and strategies in close collaboration with media and tailoring communication plans to different markets within the region making sure that the marketing strategies take into account the products stage and the needs (launch, relaunch, positioning, and extension).
* Identify business opportunities and brand building activities across traditional and digital media channels ranging from social content strategy and pillars to content creation supervision and execution with proper local relevance across platforms.
* Lead relationships with media and PR agencies, production suppliers, and other regional/local offices when and as needed.
* Coach and lead a team, internal and external, to identify growth opportunities and ensure proper and timely implementations.
* Develop locally relevant communication campaigns and vehicles to address local concerns and ensure optimal campaign executions.

**Awards:** Dubai Lynx (2 Bronze), Cannes Lions (1 Silver), Clio (1 Silver), Lia (3 Gold)

**LEO BURNETT – Beirut, Lebanon Oct 2006 – May 2014**

**Senior Communications Manager – P&G - CEEMEA Oct 2011 – Feb 2014**

Communication Manager – P&G - CEEMEA April 2010 – Sept 2011

Communication Executive - P&G - CEEMEA Oct 2006 – March 2010

Accounts managed: **Procter & Gamble**

Beauty Care - **Max Factor**

Hair Care - **Herbal Essences, Head & Shoulders & Pert Plus**

Fabric & Homecare **– Tide & Bonux**

* Handle a multinational account, Procter & Gamble, across categories: Hair Care, Beauty Care & Fabric & Home Care for CEEMEA.
* Close partnership with Starcom as the media agency of choice for P&G
* Explore locally relevant opportunities to grow the brands versus global adapts.
* Work on beauty brand launch in MENAP with complete in-depth target research, celebrity proposal, local strategy development and creative submissions.
* Explore revenue opportunities and off master plan initiatives for the brands
* Develop a deep consumer understanding of the target across the categories
* Establish competitive understanding of brands, categories & competition
* Ensure project maintenance within time & budget, & optimal profitability Liaise between clients, suppliers & various agency entities
* **Trainings:** Brainstorming technique, Culture and Performance, Brand Building Ideas, and Shopper Marketing, Storytelling techniques. The Art of Communication at the Workplace, Negotiation Skills Workshop, People Management Program, Emotional Intelligence In Leadership & Management, Performance with Presence and Coach, Manage and Lead

**Education**

**Lebanese American University**

**Master’s in Business Administration** - GPA 4.0, Dean’s List (all semesters, Distinction)

**American University of Beirut**

**Bachelor in Business Administration**, with Emphasis on Marketing GPA 4.0, Dean’s list (all semesters), Distinction

Award of outstanding Achievement (class of ‘06)

**International College**

Lebanese Baccalaureate: Economics and Sociology Diploma

GPA: 91.5% - with high distinction, ranked first in class of ‘03

**Honors:** Full merit scholarship, First I.C. Scholar, First Stephen- Penrose Award, 1st Prize in Arabic Poetry, Certificate of merit in recognition of extracurricular activities, Hariri

Association, Award for outstanding achievement, 5th nationwide in the official, Lebanese Baccalaureate exam (June 2003) and 3rd in the official Brevet exam (June 2000)