

BEIRUT, LEBANON
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1. **Family name:** MAKHOUL
2. **First names:** Nawal
3. **Date of birth:** 04/02/1980
4. **Nationality:** Lebanese
5. **Gender:** Female
6. **Education:**

Institution [Date from - Date to]	Degree(s) or Diploma(s) obtained:
Lebanese University (UL- FID) (1998 - 2002)	BA in Public Relations & Communication
Lebanese University (UL- FID) (2022 - 2024)	Masters In Digital Marketing & Public Relations

7. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
English	1	1	1
French	1	2	1
Arabic	1	1	1

8. **Membership of professional bodies:**

- Press Club Lebanon
- SMDC – Society of Management and Development Consultants

9. **Other relevant skills:** Fully computer literate; excellent analytical, interpersonal, and organisational skills

10. **Present position:** Independent Consultant- Marketing and Communication Strategist

11. **Years within the firm:** 6 years

12. **Key qualifications:**

- **Strategic Marketing Executive: Over 16 years of experience as a strategic marketing executive**, specializing in creating, developing, and implementing growth-focused and sustainable strategies, plans, campaigns tactics, and associated market research initiatives, for organisations and enterprises in the creative, artistic, and productive sectors.
- **Business Development Expert-Marketing & Communication Expert for the EPL project with GIZ** "Conduct Baseline Study and Business Development Services (BDS) need assessment for MSMEs" Project number/ cost centre:16.2088.9-001.00
- **6 years of experience in providing consultancy services targeted to MSMEs in:** consulting, Business development support, SME diagnosis, and quality management systems.
- **3 years of professional experience in the business, and management.**
- **6 years of professional experience in sales, marketing, and promotion.**
- **2 years of experience in DC**
- **6 years of professional experience in private sector development**, focussing on creating and implementing strategic development plans.
- **6 years of professional experience in studying company profiles and operations to understand its marketing needs**
- **Profound knowledge of marketing and public relations**, conducting marketing research to identify industry trends and commercial opportunities
- **Developing and implementing a marketing strategy according to objectives and budget.**
- **Gender Inclusivity Programs:** Working with local NGOs, social enterprises conducting trainings and workshops, and fostering business and entrepreneurial skills to advance gender equality, social inclusion, and financial independence.
- **Market Research and Analysis:** Proficient in designing research methodologies, developing research tools, conducting comprehensive 360-degree market studies, and analysing data to craft well-informed strategies that achieve market fit and drive sustainable profit maximization.

- **Senior Management Roles:** Proven track record in senior management roles, including **department manager and managing partner positions.**
- **Marketing, and Market Expansion: Expertise in conducting market studies, marketing and communication planning, market penetration preparation,** distribution assessment and product routing, on-shelf performance tracking, customer behaviour, customer retention, satisfaction, and acquisition, outlet census etc.

13. Specific experience in the region:

Country	Dates (from-to)
Lebanon	Since 2017- Present
Uganda	20011 - 2017
Rwanda	2008-2011

14. Professional experience:

Dates (from-to)	Location	Company & reference person	Position	Description
15/1/2024 – Present	Beirut	Business Unlimited- Salim Hajje	Consultant – Senior Marketing Expert – Marketing and Public Relations Strategist- Business Development Services (BDS) for MSMEs	<p>Within the Framework of the German Development Cooperation Project "Employment Promotion Lebanon (EPL)" implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)</p> <p>GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ):</p> <p>Delivered 140 days of hands-on coaching, training, and consultancy to 19 MSMEs in the Greater Beirut and Mount Lebanon regions. The program I oversee encompasses key areas including Business Development, Business Modelling, Business Strategies, Market Research and Analysis, Target Market Identification, Branding Strategies, Marketing and Communication Planning, Action Planning, and International Market Export Planning.</p>

Apr – Dec 2023	Beirut	Business Unlimited- Salim Hajje	Consultant – Senior Marketing Expert – Business Development Services (BDS) for MSMEs	<p>Within the Framework of the German Development Cooperation Project "Employment Promotion Lebanon (EPL)" implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ):</p> <p>Conducted an in-depth market research and Delivered a detailed assessment with relevant business development recommendation reports for 20 MSMEs beneficiaries in the Greater Beirut and Mount Lebanon regions. The BDS Assessment and recommendation examined the MSMEs in question from a 360 degree perspective covering all areas of business development (Operation, Market, Human Resources, Marketing, and finance).</p> <p>Business Development Expert – Research & Market Studies - GIZ-EPL project:</p> <ul style="list-style-type: none"> - Development of a common methodology for identifying baseline values and assessing BDS needs - Development a data collection strategy, design interview guidelines, and prepare an outline for data analysis. - Establishment of an efficient communication channel with the MSME owners and relevant staff - Conduction of visits and interviews of the targeted MSMEs - SWOT analyses of the targeted MSMEs - Recommendations of specific BDS per company and per area, aiming at improving the productivity and enhancing employment potential of the MSMEs that are beneficiaries of this assignment - Drafting of individual assessment reports including recommendations - Identification of baselines values for the competitiveness of each company - Coordination with the Team Leader and implementation of mitigation measures to potential issues arising during the assignment
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2018- Sep. 2024	Rabyeh-Lebanon	Business Unlimited- Salim Hajje	<p>Senior Marketing Consultant-</p> <p>Marketing and Public Relations Strategist</p>	<ul style="list-style-type: none"> • Creating and implementing strategic development, Marketing, and Public relations plans • Monitoring and implementing strategies through online and traditional communication channels • Establishing communications strategy, including a media relations program and internal communication plan to support positioning goals • Translating marketing and communications strategy into implementable tactics • Strategic Planning and Analysis: Developed comprehensive marketing strategies to align with business goals. Conducted market research to identify target audiences, market trends, and competitive landscape. Analyzed consumer behavior and buying patterns to inform campaign strategies. • Campaign Management: Planned, executed, and managed multi-channel marketing campaigns. Created compelling content for various marketing channels, including social media, email, and websites. Utilized data-driven insights to optimize campaigns and improve ROI. • Digital Marketing: Managed and optimized digital advertising campaigns (Google Ads, Facebook Ads, etc.). Implemented SEO strategies to improve organic search visibility and website traffic. Oversaw social media accounts, developed content calendars, and engaged with the online community. • Content Creation: Produced engaging and relevant content, such as blog posts, articles, videos, and infographics. Collaborated with design teams to create visually appealing marketing materials. Ensured consistency of messaging and branding across all content. • Lead Generation and Conversion: Implemented lead generation strategies to acquire and nurture leads throughout the sales funnel. Collaborated with sales teams to develop effective lead handoff processes. Conducted A/B testing and analyzed conversion rates to improve lead conversion. • Data Analytics: Tracked and analyzed key marketing metrics using tools like Google Analytics or marketing automation platforms. Generated regular reports on campaign performance and presented findings to stakeholders. Utilized data insights to make informed decisions and refine marketing strategies. • Event and Trade Show Marketing: 19. Managed participation in industry events and trade shows to enhance brand visibility. Coordinated logistics, created promotional materials, and organized pre- and post-event marketing efforts.
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- **Email Marketing:** Developed and executed email marketing campaigns to nurture leads and engage customers.
Created segmented email lists and personalized content for different audience segments.
Monitored email deliverability, open rates, click-through rates, and conversion rates.
- **Marketing Automation:** Implemented marketing automation workflows to streamline repetitive tasks and lead nurturing.
Managed customer journeys and triggered campaigns based on user behavior.
- **Relationship Management:** Collaborated with cross-functional teams, including sales, design, and product, to ensure alignment.
Cultivated and maintained relationships with partners, influencers, and industry stakeholders.
Provided excellent customer service and addressed inquiries through various channels.
- **Budget Management:** Managed marketing budgets, allocated resources effectively, and optimized spending.
- Assisting client companies and entrepreneurs in optimizing their performance by recognizing and adopting best-known and innovative marketing practices.
- Leading and hands-on coaching teams in marketing and public relations management.
- Conduct baseline studies
- Identifying baseline values and needs assessment
- Propose interview guides and surveys to conduct in research studies.
- Conduct interviews.
- Data collection, and analysis.
- Draft reports, and other related documents.
- Organize roundtables on Marketing and communication subjects.
- Provide consultancies in public relations and communication management.
- Develop processes, and procedures for the marketing department.
- Provide support to the Marketing team.
- Provide training and webinars on Marketing and Public Relations matters.
- Establishment of efficient communication channels internally and externally
- Conducting visits and interviews
- Conducting SWOT - PESTEL – PORTER' S 5 forces- 10 Ps and 5CS analysis
- Setting Marketing strategies
- Implementing strategies within budget frames
- Setting Recommendations aiming at improving productivity and enhancing employment potential

Examples of the short-term missions:

				<ul style="list-style-type: none"> • Develop the marketing strategy for: Pralino, Mike Sport, Soda Fresh, Al Baba Sweets, SEA event, Calorie Control, Pellini, Tomatomic, Hawa Chicken, Pizza Napoli, Melt n Dip, Al Kazzi Nuts, Bluemez Catering, M2amara, Tamarat, Mobili Concept. • USAID Grant 03 LED aims to standardize the Management & Development Consultants Industry by developing policies, procedures, outreach strategies, training modules, and workshops. • In partnership with SMDC, develop BDS provider database, catalog, referral system. • In partnership with USAID Strategic Planning, Operations Diagnostic, SWOT Analysis, Financial Analysis, Business Model Reviewing, Expansion Planning, Marketing Strategy Legal & Para- Legal. • Market Assessment to identify opportunities for BDS development, establish baseline, test methodology. • On behalf of the German Federal Ministry for Economic Affairs & Energy (BMWi), conduct market study and conduct B2B meetings with Lebanese buyers. • Marketing & Digital Marketing Consulting more than 70 BU clients, collaborating across various projects since 2018, dedicating approximately 25% effort to each client: <ul style="list-style-type: none"> - Kafalat Lebanon- Chamber of Commerce, Industry & Agriculture of Beirut & Mount Lebanon- BIRI - Industrial Research Institute-- LFA - Lebanese Franchise Association- ELCIM - The Euro Lebanese Centre for Industrial Modernisation- AMIDEAST- UNDP - United Nations Development Programme- Indevco- Leila Obeid - Beauty Clinic- APAVE Liban- Hospitality Services- La Maison Du Cafe Najjar- Unipak Patchi- Shtrumpf- Classic Burger Joint- La Constructa- Pralino La Maison du Chocolat-Al Kazzi Nuts- Salmontini- Carla's Good Food- Maliks- Aviator Style- Al Baba Sweets- Siom Orfevres- Abed Tahan & Sons- Rectangle Jaune- Accor- Amcor- Al-Balad- Al-Waleed Bin Talal Humanitarian Foundation- Alcatel- AgroTech- Al-Bayan- Al-Habtoor-Alig- All Media- Al-Iktissad Wal –Aamal- Al-Murakeb El Inmaii- Al-Rifai Roastery- Dessange- the Minister of State for Administrative Reform and Development - Pizza Napoli- Hawa Chicken- Chickys- Genius Map- Jackies Delights- JOZ Lebanese Diner- - Semsom- Shrimpy- M2amara- Hayat Doner- Al-Turki- Melt n Dip- Chickee
09/08/2022 – Present	Beirut	VIE PR Marketing & Communication Agency	Founder – Marketing & Communication Strategist	<p>Founded VIE PR, a PR, Marketing and Communications agency.</p> <p>The scope of work includes:</p> <ul style="list-style-type: none"> • Market Research & Opportunity • Marketing & communication Strategy • Brand development. • Action plans for implementation <p>Delivered projects include:</p>

				<ul style="list-style-type: none"> • Trend forecasting & Brand Leadership • Brand Advocacy Programs • B2B & B2C Sales Tactics • Unique Selling & Value Proposition • Product Launching Strategy • Business Profile for Internationalisation • Marketing Strategy For Market Expansion • Brand Uplifting • Market Segmentation & Audience Studies • Brand positioning • Marketing & communication Messaging • Digital Marketing & Content Strategies • Referral Implementation • CRM Implementation • Websites & e-commerce development <p>On-going Projects, consultancy/ coaching to several Organizations including:</p> <ul style="list-style-type: none"> • Luxburo: Consulting services to the brand, assisting them in their business development B2B and B2C sales tactics. • Gynecee: Conduct Market research, strategic planning and execution of the brand development and expansion. • Nougatini: Conduct a market study and design and develop the brand uplifting strategy, marketing plan, action planning, and implementation of Social Media and Digital Marketing. • Technobois: Website and e-commerce development, trend forecasting management. • MC House of Beauty: building and implementing a marketing, sales and branding strategy, implementation of Social Media & Digital Content Management
2022-Present	Baabda-Lebanon	Antonine University- Faculty of information & documentation	University Tutor	<ul style="list-style-type: none"> - lecturer and Substitute Lecturer in Journalism & PR - Oral & Written Communication Skills Tutor
2002	Ashrafieh-Lebanon	Rene Mouawad Foundation	Gender Equality Project Organizer –	<ul style="list-style-type: none"> - Organized Gender workshops in rural areas in north Lebanon. - Empowered illiterate housewives through trainings and workshops - organized trainings to help them start their small handcrafts careers. - Organized and Participated in a series of gender workshops in Middle east, Mediterranean and western north African region.

			Newsletter Editor	<ul style="list-style-type: none"> - Launched RMF Monthly Newsletter. - Prepared and edited Newsletter content.
2012 - Date	Beirut-Lebanon	Own the Spotlights- Public Speaking & TV Presenting Coaching & Consultancy Services	Founder – Public Speaking Coach	<ul style="list-style-type: none"> - Public Speaking and TV/ Radio Presenting Training and Consultancy Services. - Conducted Personal consultancy for beginners and professional TV/Radio Presenters in Uganda. - Assisted client Televisions and Radios (Mainly NTV Uganda and New Vision TV & Radio and NBS TV Uganda), - Leading and hands-on coaching teams of presenters to conceive their best image and personal style, - Optimized their presenters' performances through the recognition and adoption of best known and innovative practices. - Key Speaker -Public speaking webinars and conferences
2007	Beirut-Lebanon	ANB Television Beirut	Intern	<ul style="list-style-type: none"> - Internship News Anchor
2005-2007	Beirut-Lebanon	TELE LIBAN	TV Presenter and Editor - Morning Show "Sabah Elkheir Ya Lobnan"	<ul style="list-style-type: none"> - Prepared Content for Morning Show - Conducted more than 1200 live on-air TV interviews - Covered subjects of a cultural, economic, political, medical, social, and educational nature.
2003 – 2007	Zalka-Beirut	BarterNet, FCR Export/Import and FCR Insurance group.	Human Resources Manager 2003- 2004	<ul style="list-style-type: none"> - Leading recruitment campaigns, and recruitment interviews - team building, training - following up performances.
		BarterNet, FCR Export/Import and FCR Insurance group.	Administration Manager 2005-2007	<ul style="list-style-type: none"> - Followed up and monitored administrative responsibilities - Acting assistant general manager duties.
2001	Beirut-Lebanon	InfoPro		Conferences/ Workshops Organizer Assistant.

15. Professional Profile:

- **Main Marketing Consultant at Luxburo- Dubai since Jan 2022 – research, strategy, B2B Tactics and Business Development.**
- **Founder Of Vie PR – Marketing Agency since 2022.**
- **Self Employed Marketing Consultant: Working individually and with other consultants/ subject matter experts**
- **Oral & Written Communication and Public Speaking Coach**

16. Other relevant information (e.g. Publications):

Published “Own The Spotlights” Book – 2012 First Edition

- 2019 kindle edition