

# NATHALIE JOCKO

BEIRUT | +961 76760732 | N.R.JOCKO@GMAIL.COM | WWW.LINKEDIN.COM/IN/NJOCKO/

## BRAND MANAGER/MARKETING MANAGER

Highly driven sales and marketing professional with eight years of experience in the industry, a strong passion for fashion and expertise in successfully managing all facets of brand management, motivate, train and elevate team-mates and represent and promote a company's values.

### EXPERTISE | KEY SKILL

- |   |                                      |
|---|--------------------------------------|
| ▪ Sales & Marketing   PR   Communication, | ▪ Commercial Awareness   Negotiation |
| ▪ Brand Management   Business Development | ▪ Procurement   Logistics            |
| ▪ Digital Marketing/Social Media          | ▪ Store & Customer Relationship      |
| Team Management   Training   Leadership   | ▪ Trustworthy   Discreet             |
|   | ▪ Flexible   Disciplined             |

### PROFESSIONAL EXPERIENCE:

YEPREM JEWELLERY, Beirut -Lebanon June.2017-Sept.2017 contract based

#### **Marketing manager/Social Media specialist**

- Preparing a marketing plan as per the given budget
- Analysing the brand and current strategy and highlighting areas of weaknesses or conflicting messages.
- Creating a brand plan and brand strategy and ensuring all aspects of the product or companies marketing and activities align with the ethos and goals of the brand.
- Making SWOT analyses and taking actions according to the results.
- Developing relationships with key media to secure and grow media coverage both online and offline.
- Preparing marketing calendar (seasonal)
- Excellent consulting, writing, editing (photo/video/text), presentation and communications
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Built and executed social media strategies through competitive research, platform determination, benchmarking, messaging and audience identification

- Generated, edited, published and shared daily content on Instagram Facebook (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
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- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderated all user-generated content in line with the moderation policy for each community/country
- Created editorial calendars and syndication schedules

**AL FAHIM AVENUE GROUP LLC,**

**DUBAI - UAE JUL.2013-NOV.2016**

### **BRAND MANAGER**

- Mandated Manager of a multi luxury brands portfolio, including Lancel, MCM, Scuderia Ferrari and Wolford, heading a team of 35 experienced professionals across the Group's store network.
- Established performance targets, measurements specifications, cost and price parameters and sales estimates. Defined and oversaw marketing, advertising and promotion activities to ensure consistency with product line strategy; measured and reported performance of related campaigns based on ROI and KPIs objectives.
- Research and analyze consumers' trends and competitors' activities/strategies (Porter's 5 forces) to identify opportunities and threats; crystallize the position of the Group brands in the market and define suitable strategies to capture identified trends in targeted consumers.
- Other duties included: monitoring of visual merchandising, Social Media marketing and PR, inventories management, recruitment of new staff, employees' rotation shift management.

**KAMAL OSMAN JAMJOOM LLC, DUBAI -**

**UAE JAN. 2013 – JUN. 2013**

### **MARKETING MANAGER**

- Close collaborator to Board of directors' and Head of marketing and sales on a number of marketing activities and administrative duties, ensuring final product strictly adheres to management's guidelines and deadlines are met.
- Contributed to new products' launch campaigns by creating marketing and promotional material; adjusting company's brands/products brochure according to senior management strategic view.
- Assisting Head of Marketing in scheduling and organizing all promotional activities.
- Acted as coordinator for all corporate events and promotional activities; fronting meetings with both Internal and external stakeholders, with commercial and business partners.
- Compiled marketing documentation for Board of Directors including sales, stores and products performance, business lines financial snapshots, and feedback on promotional material.

CINMAR LIGHTING LLC, ABU DHABI - UAE JAN.

Abu Dhabi-UAE 2011 – DEC. 2012

### **SALES AND MARKETING EXECUTIVE**

- Achieved 300% of budgeted sales target and significantly developed client base by increasing brand awareness across the whole offering of lighting and wiring solutions and strengthening relationships with customers.
- Visiting the site Architectural and Interior Engineers, checking up on new upcoming projects Visiting consultants' developers & lighting designers.\
- The scope of work also included traveling to the manufacturers in Europe attending new product launches the in lighting industry. Placing new orders, brand manager of 3 Italian lighting and switches brands Targetti, Simes and Vimar, preparing their quotations.

ALLIED TRANSPORT EST,

Dubai - UAE OCT. 2007- SEP.2010

### **HEAD OF ADMINISTRATION**

- Ensured smooth running of operating activities of the company, supervised administrative duties and streamlined recruitment processes.
- Launched a new process including comprehensive daily logistics and sales reports for senior management, aimed at enhancing transparency and monitoring of operations.
- Supported HR department by conducting screening interviews and selecting candidates.
- Handled complex clients queries and ensured high standard of customers' satisfaction.

AISHTI LLC,

BEIRUT –LEBANON JAN.2002 -OCT.2007

### **LUXURY BRANDS SALES REPRESENTATIVE**

Small area manager of luxury brands, including Dolce & Gabbana, also involved in assisting clients and managing stocks.

### **EDUCATION**

**MBA in International Business**, Lebanese American University, Lebanon 2007

**BS (Bachelor of Science) in Marketing**, Lebanese American University, Lebanon 2005

**BT3 Computer Programming**, Polyglot Technical College, Lebanon 1999

### **COMPUTER SKILLS**

Microsoft Office Suite (WORD, POWER POINT, EXCEL, ACCESS, OUTLOOK)

### Languages

Fluent in English, Arabic, Italian, Armenian, Turkish, fairly speaking French

### Passion

\_Fashion and Beauty, Swimming, Nature, Social Media, Cinema, Reading, Writing.

Sport: 2003 – Winner of the Lebanese National University Tennis Competition

**References available upon request**