

JOUMANA BRIHI

00961-3-300371

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<https://www.linkedin.com/in/joumanabrihi/>

Education

- 2001-2002 **University of Surrey** - Guildford, United Kingdom: www.surrey.ac.uk
Msc in International Marketing Management
Final dissertation topic: "The Effect of Brand Attributes on Purchasing Behaviour, a Cross-Cultural Perspective"
- 1996-2000 **Université Saint Joseph** - Beirut, Lebanon: www.fmg.usj.edu.lb
BA in Business Administration

Experience

- November 2017 to Present **EU Neighbours South**
Team leader and Strategic Communication Expert
www.euneighbours.eu
- Team leadership and management: 22 Non-Key and Key Experts
 - Project and client relationship management
 - Strategic communication advice to EU Delegation in 10 countries
 - Strategy development for EU Delegations in 10 countries
 - Management and supervision of Opinion Polls in 10 countries
 - Concept development for campaigns, events, media relations and other activities
 - Supervision of implementation of all activities
- January 2009 to Present **remark – research and marketing consulting services**
Founder & Senior Consultant
www.remark-consulting.com
- Market research and industry analysis
 - Economic and labor market studies
 - Strategic communication and marketing consulting
 - Copywriting, content development
 - Business planning, business development, investor presentations and financial feasibility
- June 2006 to Present **Euromonitor International**
In-Country Industry Analyst
www.euromonitor.com
- Trade interviews, consumer surveys and focus groups
 - In-depth desk research
 - Historical data estimation and forecasted growth rates for all sectors and subsectors
 - Data analysis, visual interpretations including graphs and tabulations
 - Detailed industry reports for each country and industry
- March 2020 to August 2020 **Skoun Addictions Center**
Interim Executive Director (maternity leave replacement)
<https://www.skoun.org/>
- Team leadership and management: 18 staff including administrative and clinical teams
 - Concept notes for projects to be funded by donors
 - Crisis management, adaptation of budgets, salaries and finances in light of financial crisis
 - Three board meetings and presentation

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Experience (Cont'd)

- July 2005 to Feb 2009 **S2C Strategic Communications Consulting**
Consultant and strategist for political and corporate communications
www.stwoc.com
- Strategic communication consulting for public and private sector clients
 - Analysis of clients' communications objectives and challenges / communication audits
 - Positioning and content strategies including strategic guidelines for creative implementation
 - Communication and roll-out plans
 - Follow-up on implementation
- May 2004 – July 2005 **Arab Construction World Magazine (ACW), Beirut, Lebanon**
Marketing and Circulation Manager
www.cph.com.lb
- Advertising sales and PR/event management
 - Management of international media representatives

Volunteering

- June 2017 – February 2021** Communication Consultant – Lebanon Mountain Trail Association (LMTA)
<https://www.lebanontrail.org/>
- February 2021 to Date** Board Member and Head of Communication Committee – LMTA
<https://www.lebanontrail.org/>
- February 2014 – Feb 2015** Communication Advisor – Assafina

Publications

- February 2021 [Comprehensive Market Systems Assessment for Improved Employment](#)
For Relief International
- November 2020 [Rapid Value Chain Assessment for Agriculture and Rural Empowerment](#)
For USAID / Chemonics
- March 2019 [Unemployment in Lebanon](#)
For ECOSOC and GOPA Consultants
- March 2018 [Youth-Led Labour Market Assessment](#)
For MercyCorps