



# MarieJoe RAIDY

Business Branding, Marketing & Digital Transformation

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## WORK EXPERIENCE

My driving force is building brands as bridges aiming to connect outstanding people, products & companies all around the world.

2020 - present, creative director, CreAZ, FR

→ Corporate identity, website design, UX/UI and development, e-commerce cloud-based, marketing plan implementation, market research, content creation, advertising, social media, 2D/3D video, stop-motion and video-editing, SEO/SEM, photography and photo-shoots.

→ from startups to larger companies such as Le Relais de l'Entrecote, Air France, Middle East Airlines, Cedar Wings magazine, BMW, Faber Castell.

2005 - 2020, creative director, Raidy Printing Group (RPG), Offset Printing, Security Printing, Digital Printing, Packaging & 3D Printing, LB & UAE

→ Adoption of eco-responsible techniques while maintaining the quality of the finished product. Awards and international recognition for creativity, quality and eco-responsibility.

2020, Author, The Silent Leaders book, highlighting the artistic contribution during the Lebanese Revolution of October 2019, LB

2018 - 2020, lead writer, Cedar Wings inflight magazine, MEA, MENA  
→ Collaborated with some of the best hotels worldwide (The Ritz, de Crillon, Rosewood, Soho, Grande Bretagne) and some of the best tech innovators.

2016 - 2018, co-founder & partner, Globinvest investment fund, LB

2005 - 2014, lecturer, Graphic Print Production, Université Saint Joseph, LB  
→ Created and integrated new courses to the curriculum: Graphic Print Production and an introduction to Graphic Design.

2004, publication committee, Faculty of Engineering & Architecture, AUB, LB

2004, art direction training, creative department, Publicis Saatchi & Saatchi, Paris, FR

2002, intern, creative department, H&C Leo Burnett, Beirut, LB

## SKILLS

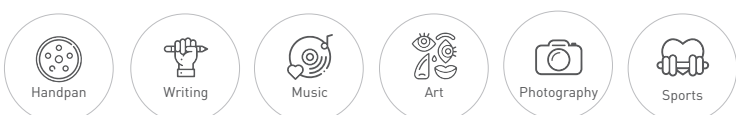
### 01 Hard

Adobe (Photoshop, Illustrator, Indesign, Dreamweaver, Acrobat Pro)  
Microsoft Office (Microsoft, Excell, Powerpoint)  
MailChimp  
CMS  
Notion  
Asana  
Slack  
Website builders (WIX, SquareSpace, Shopify, Wordpress)  
QuarkXpress  
Other: Metal FX, Monaco Profiler, Densitometer, Spectrophotometer, Adobe After Effects, Acrobat Professional, Macromedia Director, Moodle E-learning Platform, Sound Studio.

### 02 Soft

Branding  
Marketing  
Ability to learn  
Adaptability  
Problem-solving  
Storytelling  
Creativity  
Proactivity  
Negotiation  
Market Research  
Websites  
Social Media  
Photography  
Press  
Online Reputation

## INTERESTS



## EDUCATION

2015 - 2017

MBA Brand Management & Marketing

INSEEC MSc & MBA, Paris, France

→ Internship replaced by a business plan development grant sponsored by the school.

2000 - 2005

Bachelor in Graphic Design & Minor in Business Administration

American University of Beirut (AUB), Beirut, LB

→ Published thesis at the yearly book of AUB on brand semiology. Best Stop motion Animation, selected at the 3rd FEA annual conference.

## CERTIFICATES

2021, VV Grow Fellowship (accelerator for international business women), Vital Voices Global Partnership, DC, USA.

2012, Executive Decision Making using Financial Management Analysis, Exeed Executive Business Institute, LB

2010, Goldman Sachs & Fortune Global Women Leaders Award, Nominee, USA.

2008, Mastering Interviewing Skills | Networking, LLWB, LB

2008, Public Speaking, Liliane COLASSE, Ecole Supérieure des Affaires, LB

2007, Developing Advanced Leadership Skills, Lebanese Center for Policy Studies and the LLWB, LB

2007, Fortune/State department international business women mentorship program, USA.

2005, Global Sales Strategy for Lebanese & Arab Entrepreneurs, MIT, Entrepreneurship Centre Senior Lecturer Kenneth P. Morse, LB

## LANGUAGE SKILLS

