



# Rouba Ayoub

Global Accounts Management | Logistics Support & Servicing | Retail Marketing & Advertising | B2B & B2C | Multilingual | German | English | French | Arabic

📍 42 Wuppertal, Germany

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## Languages

English (Fluent)

Arabic (Fluent)

French (Work Proficiency)

German (Basic)

## About

I come from an extensive Luxury Beauty Background mainly in Retail Marketing , Accounts Management & premium Customer Relations.

### MY CAREER SUMMARY:

- Experienced in Retail International Marketing Management for Luxury Premium Products
- Experienced in Accounts Management and Distributors and Customer servicing
- Excellent Communication & Project Management Skills, teamwork, and interpersonal skills

### MY CAREER OBJECTIVE:

Available immediately to start a suitable position Full time or Part time in the Field of Marketing & Retail Sales, Account & Customer Management.

- Available to relocate or extensive business travelling
- Wishing work locations: Germany, or London, or Gulf Countries (UAE, Qatar, Kuwait, Saudi).

### BRANDS WORKED WITH

Chanel Perfumes, Cosmetics & Jewelry

Colours Marketing Services

Harrods

L' Oreal Parmobel Ltd

Plush Tan

## Experience

### ● Accounts & Marketing Manager

Colours Marketing Services | Jan 2010 - Jun 2020

Customers: Chanel, Givenchy, PLUSHTAN, Enerplastics)

- Developed marketing strategies for given clients brands in order to build and promote a branding image and attain brand objectives while achieving profits
- Worked closely with Clients with mission to achieve Customer objectives and increase Sales.
- Developed and managed advertising campaigns: print media, Social Media, outdoor media, Retail Trade Marketing Promotions.
- Organized successful high profile events & Exhibition Events.
- Managed and controlled budget spending and P&L.
- Managed effectively new and existing key client relationships and grew billing and revenues by 30%.
- Negotiated Suppliers Contracts ,PO and Prices.
- Managed and supported Account Executives/Creative Team in setting targets and objectives that will develop and grow potential profitable accounts.
- Managed 4 Account Executives in developping new Accounts and preparing presentations and writing creative briefs.
- Attended in Exhibition/fairs to promote and generate new Accounts.

### ● Marketing Executive

Chanel Perfumes, Cosmetics & Jewelry | Mar 2002 - Jun 2008

Marketing Executive - reporting to Marketing Manager

- Managed in cooperation with the Marketing Manager and Managing Director, CHANEL's Media Plan by working closely with the Media Agency on ATL and BTL activities.

- Developed and implemented campaign launches in line with CHANEL Brand Strategy and set Marketing Plan.
- Developed the yearly media and advertising campaigns working closely with the marketing manager & France Team.
- Worked closely with Chanel distributors and key retailers to develop joint advertising campaigns and in-store marketing events in order to grow sales and raise brand awareness.
- Planned and organised the annual training events and makeup events.
- Searched and established relationships with local premium hotels and Clubs for events hosting business.
- Developed sales incentives and motivation programs for Sales Consultants to drive sales.
- Guided the Brand Supervisors and Makeup Artist on achieving marketing objectives and ROI and brand guidelines for all set promotions and launches.
- Planned and Implemented yearly Chanel CRM Calendar and managed set activities in cooperation with the marketing and Sales Team and the Suppliers.
- Guided, supported and worked closely with regional suppliers for local product campaigns execution.
- Monitored Chanel's competitor's sales and marketing activities.



### ● Sales Associate, Luxury Beauty

Harrods | Mar 2001 - Jul 2001

Sales Associate – Luxury Beauty Skin Care (reporting to Store Manager)

- Provided top quality sales and customer service for high profile customers.
- Coordinated and implemented monthly in store events promotions and merchandising.
- Generated weekly and monthly reports on sales and stock levels.
- Dealt with external vendors on all production of various marketing materials.
- Reported to management on customer satisfaction and complaints feedbacks.

### ● Marketing & Commercial Coordinator (GCC, Levant)

L' Oreal Parmobel Ltd | Dec 1993 - Jun 1998

Marketing & Commercial Coordinator- Markets: LM & Travel Retail – GCC/Levant Brands: Lancôme - Ralph Lauren - Lanvin

- Planned and executed the marketing and commercial responsibilities for allocated brands.
- Coordinated and implemented the Marketing Plans set by the L'Oreal Marketing Team in Paris.
- Assisted the marketing manager in developing and implementing successful trade marketing launches.
- Forecasted product sales, promotional and merchandising materials.
- Worked closely with the media agency on planning and developing the Media Plan and PR launches in line with the brand strategy and objectives.
- Organized specific makeup and training events in coordination with the Trainers and Makeup Artists.
- Monitored stock levels and implemented marketing solutions to resolve any stock problems effectively.
- Studied the feasibility of promotional activities for each market and allocated sales incentives for promoters.
- Managed internal Merchandisers and Local Suppliers to produce advertising and promotional materials.
- Analysed the results of each product launch and discussed the findings with the wider team.
- Prepared and monitored monthly sales reports resulting in decisions taken on product and brand performance.



### ● Marketing and Purchasing Manager - Hybrid

Plush Tan | Jul 2020 - Now

- Managing supplier relationships and PLUSH TAN Wellness products purchases in UAE, Germany and US for timely and cost-effective pro-

curement.

- Exploring and managing vendor relationships, negotiating favorable terms, and optimizing supply chain efficiency.
- Set a B2C marketing strategy that results in customer retention, loyalty and sales increase by 25%.
- Develop, plan, and monitor offline and online marketing plans and campaigns in close collaboration with the team and management.
- Utilize various marketing channels, including social media, email marketing, and advertising, SMS, to reach target audiences effectively and widen brand awareness.
- Contribute to overall brand building success through consistent and well positioned brand image.
- Work closely with various suppliers and media agencies to execute marketing and promotional needs.
- Lead a team of 5 employees.
- Manage a budget for all marketing and purchasing spending.
- Ensure that all wellness and beauty products comply with the GCC region and the UAE industry health regulations and quality standards.
- Study and analyze the feasibility of marketing and promotional activities and ROI.
- Foster customer engagement through feedback collection, surveys, and reviews.
- Conduct Nielson market research to identify trends, customer preferences, and competitors in the wellness and beauty Service industry.
- Travel at times to attend regular team meetings and participate in exhibitions and trade fairs.