

# CLAUDIA DOUEIHI

**LEAD DESIGNER**  
**BRAND STRATEGIST**

## CONTACT

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Netherlands - UAE - Australia - Lebanon  
+31659358554

## PORTFOLIO

claudiadoueihi.com

## EDUCATION

### Bachelor of Fine Arts

College of Fine Arts (COFA, UNSW)  
Australia, 2015

### Bachelor of Graphic Design

Foundation Year  
Notre Dame University  
Lebanon, 2006

## CERTIFICATIONS

### Digital Marketing Certificate

Digital Marketing Institute,  
Online, 2021

## LANGUAGES

**English:** Fluent

**Arabic:** Fluent

**French:** Good

**Dutch:** Basic

## TECHNICAL PROFICIENCIES

Adobe Creative Suite

Keynote

Powerpoint

## A LITTLE ABOUT ME

A seasoned professional in brand management with a strong foundation in creative and digital design, I am committed to developing and implementing impactful branding strategies that foster business growth. Over the course of nearly 15 years in the industry, I have consistently demonstrated my ability to effectively manage and enhance brands through strategic marketing initiatives and compelling design. My track record speaks to my dedication to driving success in dynamic business environments.

## AREA OF EXPERTISE

- Creative Copywriting
- Design & Animation
- Brand Identity & Illustration
- Strategic Planning & Execution
- Presentation Design
- Advertising
- Brief & Logos Creation
- Customer Service & Satisfaction
- Brand Awareness & Engagement
- Cross-functional Collaboration

## CAREER EXPERIENCE

### Expo City Dubai - Dubai, UAE 2022 – 2023

#### Brand Manager

- Directed brand consistency initiatives across all touch-points to ensure strict adherence to established guidelines, safeguarding the brand's integrity.
- Coordinated and managed cross-functional projects, providing valuable support to internal stakeholders in the development of branding materials and guidelines.
- Successfully developed and oversaw the creation and guidelines of more than 25 sub-brands as part of the overall brand architecture
- Maintained the brand's look and feel as the host of COP28.

### Freelance - Remote 2022

#### Brand Designer (Brand Consultant)

- Led end-to-end creative projects, taking charge of design and direction for brand style guides.
- Developed and executed strategies for business collateral, encompassing both print and digital materials, such as product files, order forms, and brand identity elements.
- Demonstrated success in leading creative and branding campaigns, consistently achieving high levels of client satisfaction through tailored design solutions.



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## CAREER EXPERIENCE

### RK Group - Sydney, Australia 2020 – 2022

Creative Designer | Marketing Manager

- Conceptualized and executed comprehensive brand identity solutions for diverse companies within the RK Group, spanning sports, apparel, construction, and venue industries.
- Assisted with marketing and sales efforts, implementing process improvements using tools such as Monday.com, Revolution Sports, Salesforce, and CampaignMonitor.
- Developed branding kits, templates, and tone-of-voice guidelines for sub-companies, contributing to the overall organization's growth through marketing efforts.
- Contributed to the creative process of developing the e-commerce website from a UX/UI and design perspective, and created engaging video content for social media campaigns.

### CBHS Health Fund - Sydney, Australia 2019-2020

Visual Designer

- Created a diverse range of visual materials for full-scale campaigns, including PowerPoint templates, eDMs, flyers, and brochures across multiple entities and target audiences.
- Played a key role in the development and implementation of a new brand identity for the company and contributed to the revamp of the company's mission and vision.

### Phenomena Agency, Beirut, Lebanon 2014-2018

Brand and Art Director

- Coordinated with team members to execute creative projects, including client meetings, brainstorming sessions, and presentations.
- Managed a diverse range of projects, from logo design to TV ads, collaborating with production houses for successful project delivery.
- Led rebranding efforts for a bank in Cyprus, earning four awards (three local, one international) for exceptional creative skills.

### Rizk Group/Havas, Beirut, Lebanon 2013-2014

Art Director

- Collaborated with the Associate Creative Director and copywriter on various creative briefs, working closely with key clients in the food industry.
- Created visual materials across various platforms, from social media posts to outdoor campaigns, and successfully launched a new packaging for a local food brand.

### Clémentine Agency, Beirut, Lebanon 2011-2013

Graphic Designer

- Provided art direction and graphic design from briefing to production for clients across different sectors.
- Maintained high standards and excelled in a fast-paced, ever-changing company environment.

