

RICHARD NEHME

Marketing Director | Brand Strategy | Growth Marketing | Digital Marketing & Creative Strategy

Lebanon / GCC

Email: RichardNehme@gmail.com

Mobile: +961 76 558 048

Website: www.TDD.agency

PROFESSIONAL SUMMARY

Marketing Director and creative strategy professional with 15+ years of experience across digital marketing, brand communication, multimedia production, campaign management, team leadership, and cross-channel execution.

Experienced in developing comprehensive marketing plans aligned with brand strategy, business growth objectives, and market positioning. Strong background in managing campaigns across digital and offline channels, leading internal and external stakeholders, analyzing market trends, developing marketing materials, and aligning marketing activity with commercial goals.

Worked across B2B, B2C, SaaS, technology, entertainment, education, events, TV, print, offline media, and regional marketing environments. Combines strategic planning with hands-on execution, giving strong control over brand direction, campaign quality, performance tracking, and delivery.

CORE COMPETENCIES

Marketing Strategy & Execution | Yearly Marketing Planning | Brand Strategy | Brand Positioning | Business Growth | Digital Marketing Campaigns | Lead Generation | Stakeholder Management | Team Leadership | Campaign Planning | Market Research | Competitor Analysis | KPI Reporting | Budget Planning | Sales & Marketing Alignment | Creative Direction | Multimedia Production | B2B & B2C Communication | Project Management

PROFESSIONAL EXPERIENCE

Marketing Consultant / Regional Marketing Director Consultant

Weevi

2025 – Present

Consultant acting in the role of Regional Marketing Director for Weevi, a SaaS and white-label digital ordering platform serving restaurants and food businesses.

Responsible for regional marketing direction, campaign planning, product positioning, lead generation, and sales enablement across multiple markets.

- Developed regional marketing strategies aligned with business growth objectives, brand positioning, and market priorities.
 - Built market-specific campaign direction across Lebanon, Saudi Arabia, and the United Kingdom.
 - Supported B2B acquisition campaigns across LinkedIn, Meta, landing pages, paid media, organic content, and digital lead-generation flows.
 - Defined messaging for different audiences, regions, and buyer intent levels.
 - Strengthened Weevi's positioning as a restaurant growth platform covering ordering, loyalty, CRM, automation, customer data ownership, and multi-branch scalability.
 - Coordinated between leadership, sales teams, agencies, media buyers, designers, and external partners.
 - Supported sales teams with presentations, campaign material, positioning documents, and commercial messaging.
 - Analyzed digital journeys, lead-generation flows, campaign performance, and conversion quality.
 - Improved marketing and sales alignment through CRM thinking, pipeline visibility, lead qualification logic, and follow-up structure.
 - Developed campaign messaging, LinkedIn content, landing page direction, and sales enablement material.
-

Creative Director

Ragheb Alama / BSP, Lebanon

2024 – 2025

Led creative direction across entertainment, brand image, public communication, social content, campaigns, and promotional material.

- Developed and maintained a consistent visual and communication direction.
 - Led campaign concepts across digital and offline touchpoints.
 - Oversaw content production for social media, public appearances, and promotional campaigns.
 - Coordinated creative output across photoshoots, videos, live appearances, and branded assets.
 - Supported audience engagement and brand reputation through consistent public communication.
 - Managed creative alignment between brand image, campaign messaging, and audience expectations.
-

Creative Director

SACS IT, Lebanon

2023 – 2024

Led creative and multimedia communication for a technology company, supporting corporate communication, sales material, and client-facing content.

- Developed company profiles, corporate presentations, marketing material, and sales support assets.
 - Translated technical information into clear business communication.
 - Oversaw video tutorials, content assets, and brand communication tools.
 - Supported business development teams with professional visual and presentation material.
 - Improved consistency across digital, corporate, and client-facing communication.
 - Created structured communication assets to support sales and stakeholder presentations.
-

Multimedia Director / Concepteur Animateur

Saint Joseph University, Lebanon

2019 – 2023

Managed multimedia production and institutional communication across digital, print, video, animation, and campaign material.

- Produced and managed multimedia content for academic departments and institutional campaigns.
 - Supported brand visibility, student engagement, and internal communication.
 - Developed visual assets for digital platforms, events, print material, and campaigns.
 - Coordinated multiple projects across departments, stakeholders, and deadlines.
 - Maintained visual consistency across institutional communication.
 - Delivered communication material for academic, administrative, and promotional needs.
-

Creative Consultant

Oneworld 3D, USA
2016 – Present

Provide creative consulting, motion graphics, video editing, and multimedia production for international projects.

- Developed campaign-ready creative assets for digital and commercial communication.
 - Supported visual storytelling across video, motion graphics, and digital content.
 - Collaborated with cross-functional teams to move projects from brief to execution.
 - Delivered multimedia assets for international communication and production needs.
 - Supported brand, video, and motion-based communication for different project types.
-

Production Manager

Maestro Event Orchestration, Riyadh
2014 – 2016

Managed multimedia production for corporate events, exhibitions, booths, branded environments, and offline activations.

- Oversaw event visuals, screen content, spatial branding, and print production.
 - Managed production workflows, client requirements, and delivery timelines.
 - Coordinated creative and technical teams for event execution.
 - Ensured quality control across offline marketing and event communication material.
 - Supported brand experience delivery across events, exhibitions, and physical activations.
-

Regional Marketing Manager

Vitality Cosmeceuticals MENA, Riyadh
2014 – 2016

Supported regional marketing activity across the MENA market, covering product communication, market entry, campaign planning, and brand development.

- Supported regional marketing strategies for consumer-facing products.
- Worked on product communication, promotional campaigns, and market positioning.
- Coordinated digital, print, offline, and sales material.
- Collaborated with design and business teams to align marketing output with commercial objectives.
- Supported brand development across regional markets.
- Helped adapt communication and campaign material for regional audiences.

Account Director

Concept Dialogue Advice, Lebanon 2013 – 2014

Managed client accounts, advertising projects, campaign delivery, timelines, and coordination between creative, production, and client teams.

- Managed client relationships and campaign execution.
 - Coordinated advertising, print, digital, and brand communication projects.
 - Oversaw timelines, deliverables, and creative alignment.
 - Supported campaign planning and client-facing presentations.
 - Acted as a link between client needs, creative direction, and production delivery.
-

Assistant General Manager

Print Point Limited, Sierra Leone 2011 – 2013

Supported operations within a print and design business, covering production, client servicing, workflow control, and financial coordination.

- Managed client servicing and production quality.
 - Supported inventory, payroll, and operational workflows.
 - Coordinated with design and print teams to ensure delivery standards.
 - Strengthened operational understanding of print, offline media, and production management.
 - Supported workflow control across client orders, production timelines, and internal teams.
-

Founder & Director

ANYM Design in Motion, Lebanon 2010 – 2012

Founded and managed a multimedia production studio focused on motion graphics, animation, video production, and commercial visual communication.

- Managed client briefs, creative direction, and production planning.
 - Produced video, animation, and motion graphics projects.
 - Led project execution from concept to delivery.
 - Handled client communication and production workflows.
 - Built creative assets for commercial, brand, and promotional communication.
-

Senior Designer

El Kass TV, Qatar 2009 – 2010

Created broadcast graphics and motion visuals for TV and sports programming.

- Produced graphics and motion visuals for broadcast use.

- Worked with editing and production teams under fast-paced deadlines.
 - Supported visual consistency across sports and television content.
 - Delivered creative material for live and recorded broadcast environments.
-

Digital Designer

IMPACT BBDO, Lebanon
2008 – 2009

Worked on digital design, advertising visuals, campaign assets, and TV-related creative material for agency clients.

- Produced digital, print, broadcast, and advertising assets.
 - Supported campaign execution within agency workflows.
 - Delivered creative material under tight deadlines.
 - Worked across brand, advertising, digital, and production requirements.
-

SELECTED ACHIEVEMENTS

- Developed regional marketing direction for a SaaS and white-label restaurant technology platform.
 - Built brand and campaign direction across Lebanon, Saudi Arabia, and the United Kingdom.
 - Strengthened positioning around direct ordering, loyalty, CRM, automation, customer data ownership, and scalability.
 - Managed creative and marketing direction across technology, entertainment, education, events, print, TV, and offline media.
 - Supported sales teams with presentations, marketing material, product positioning, and campaign communication.
 - Coordinated internal teams, external agencies, leadership, sales, designers, media buyers, and production partners.
 - Built marketing material across digital, print, video, animation, presentations, and branded communication.
 - Combined strategic marketing planning with hands-on creative execution and performance thinking.
-

TECHNICAL & MARKETING SKILLS

Google Analytics / GA4 | Meta Ads Manager | Google Ads Campaign Planning | SEO & Keyword Research | Social Media Strategy | Content Calendar Management | CRM & Lead Management Workflows | Landing Page Strategy | Campaign Reporting | Market & Competitor Analysis | Presentation Design | Adobe Creative Suite | Video Editing | Motion Graphics | Print Production | Brand Guidelines | Marketing Material Development

EDUCATION

King's College London

Ai prompt engineering - Master's degree
2024 – 2026 ongoing

Saint Joseph University of Beirut

Études de l'image - Master's degree
2008 – 2011

Saint Joseph University of Beirut

Audio Visual / Multimedia - BA
2005 – 2008

Maahad al Kafaat al Jamii

Psychology / Behavioral Sciences - BA
2001 – 2005

LANGUAGES

Arabic: Fluent

English: Fluent

French: Fluent

Krio: Fluent

Spanish: Working Knowledge

Portuguese: Working Knowledge

Italian: Working Knowledge