



Company Profile

It is with great honour that we present to you the background and portfolio of Graphity - Marketing Consultants, which we hope will build a solid ground on which you can base your decision of delegating to our team your marketing, design and production requirements in the near future.

This document contains a short brief about our company as well as information about our clients and services.

Having earned more than twelve years of experience in the regions of the Gulf and Middle East, our team gave birth to Graphity - Marketing Consultants which offers high end marketing services, stemming from both of our operational offices in Qatar and Lebanon. Having worked with international accounts as further elaborated, our main qualities are reflected by creating and delivering brand driven marketing solutions that grant our clients a good market position to best reflect their image to the desired audience.

We look forward to having your esteemed company among our renowned list of clients.

Marketing
Consultancy

Strategic
Branding

Advertising
& PR

Media
Planning

Event
Management

Online
Services

Print
& Production

Photo / Video
Services

Marketing Consultancy

Graphity can initiate an extensive market research with respect to the product, the market, the competitors and the consumers; Graphity can provide consultancy regarding the proper strategy to make the product more visible in the market.

Strategic Branding

Whether you are launching a new business or evolving and renewing an existing one, Graphity offers you a fully fledged marketing and branding strategy based on extensive market research. Graphity can initialize the execution of the proper strategy to place the brand's image higher in the market.

Advertising & PR

If you want to build media awareness, establish your brand image in the market through sponsorships or create high brand visibility, Graphity can provide this service through a proper mix of marketing, Public Relations and Advertising.

Media Planning

Graphity can provide a solid plan to properly expose a brand through planning and buying across a whole spectrum of media platforms that can connect the brand better to its audience; ranging from the traditional TV/radio/newspaper placement to social media placements like facebook ads, google adwords, etc.

Event Management

May it be a themed annual company gala or a corporate stockholders' meeting, Graphity can provide a full event management service that can range from the theme conceptualization, branding design and production to on-site management. Graphity can take care of all the logistics pertaining to the event.

Online Services

Graphity can offer various online services such as website building, mobile applications, social media management, direct online marketing and different social media marketing tools.

Print & Production

Graphity's services does not end in design conceptualization and its execution, making sure that the design is printed and produced in a high, pristine quality is also part of the services the company offers. Ensuring the clients that their brand will uphold its image in the market.

Photo / Video Production

Graphity's photo / video production expertise stems from its affiliation with Inspiration Production and Marketing. This partnership enabled Graphity to offer production services such as; promotional films, corporate movies, TV commercials, events coverage and professional photography.

Our Senior Team

Charbel Jandri

Creative / Managing Director

Charbel has 12 years of experience in the field of marketing consultancy, image design and production.

Graduated from Belgium with BA in business consultancy and masters in marketing.

Founder of Graphity and co-founder of Promar advertising agency - Lebanon.

Catered the success stories of many international brands in the service and luxury sectors.

Jocelyne Mrad

Director of Press & Media Relations

Jocelyne has 20 years' experience in the field of advertising and PR.

She is a co-founder of Promar, an advertising agency in Lebanon. She has an excellent network of press connection in the GCC and ME. She was previously account manager at Chalhoub Group UAE where she handled international accounts for luxury brands such as Nina Ricci, Giorgio Armani and Ralph Lauren.

Ghada Khalil

Communications and PR strategy

Ghada has 18 years of experience in the field of communications planning and PR strategy.

With 13 years solid experience at one of the leading banks in Qatar. Ghada has hands on knowledge of the whole spectrum of internal and external communications including; PR, media relations, crisis communications, research projects, branding compliance and events management.

Worked with several corporations in the region across different sectors including Financial, Information Technology, Real Estate and Industrial sectors.

Pierre Irani

Senior Creative & Web Developer

Pierre has more than 10 years of experience in the field of graphic design and web development.

He has an impeccable background in graphic design; such as brand identity developments and brand manual creation. His work, both in graphic design and web development, have impressed clients and their target audiences, both in Qatar and in Lebanon as well.

Richard El Haddad

Marketing Executive /
Head of Social Media & Digital Unit

Richard has 3 years of experience in the field of marketing and social media networking.

Graduated from Lebanon with a Bachelor's degree in Marketing.

With his background in marketing, social media planning and networking, Richard has gained an in-depth knowledge of this modern digital marketing breakthrough.

Jazmine Espinili

Head of Graphic Design Unit

Jazmine has 7 years of experience in the field of marketing and graphic design.

Graduated from the Philippines with a Bachelor of Arts degree major in Communication Arts.

She has worked with several companies, both in Qatar and in the Philippines, across different sectors gaining in depth experience in graphic design, corporate communication, journalism and event management.

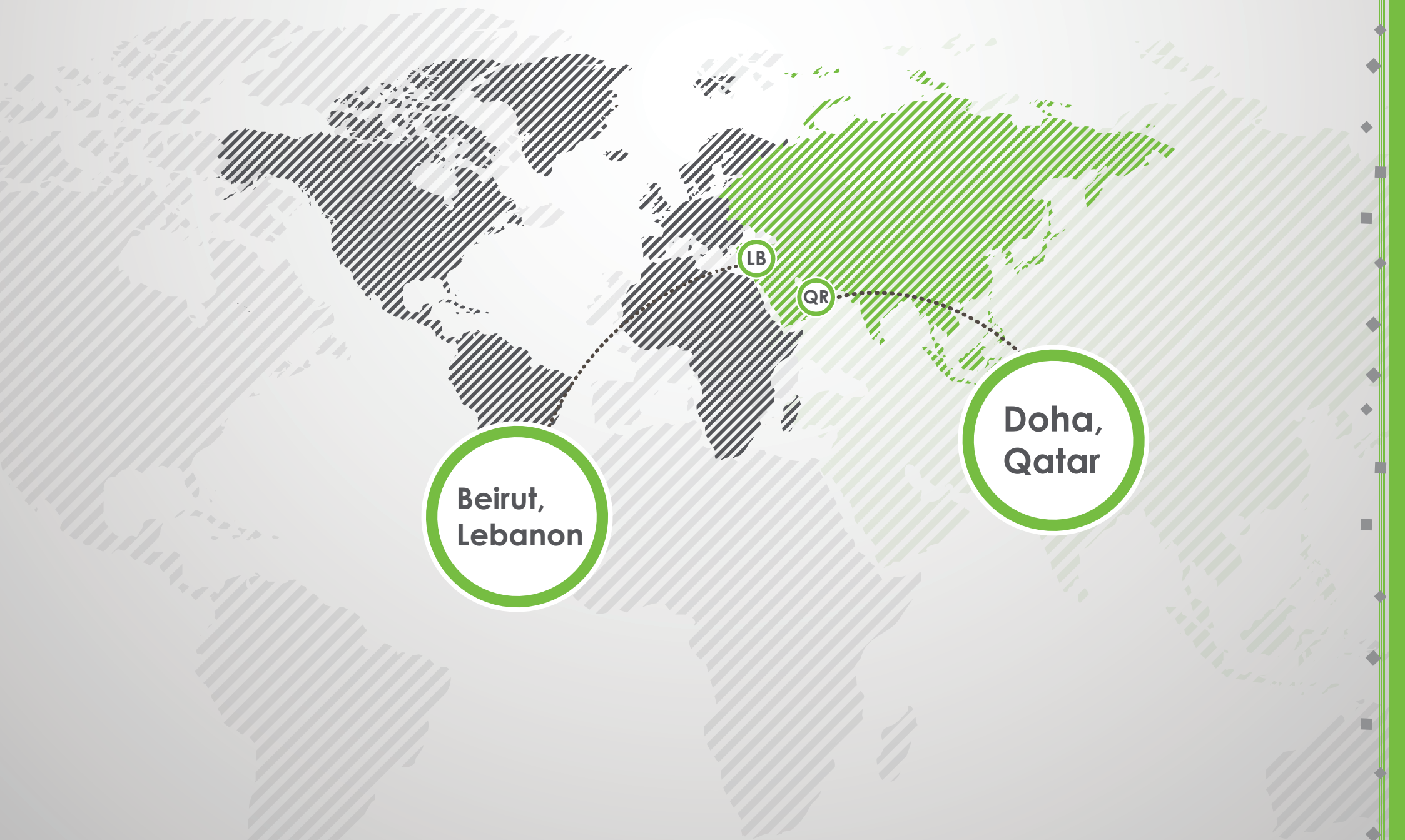
Mark Caidic

Head of Production Unit

Mark has 10 years of experience in the field of graphic design and production management.

Graduated from the Philippines with a Bachelor of Arts degree major in Industrial Design.

With his solid background in graphic design and production management while working with various established companies both in the Philippines and in Qatar, Mark is able to gain industry knowledge and is able to provide a high quality output in every project he is assigned to manage.



**Beirut,
Lebanon**

**Doha,
Qatar**





In collaboration with Full Colour Advertising





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