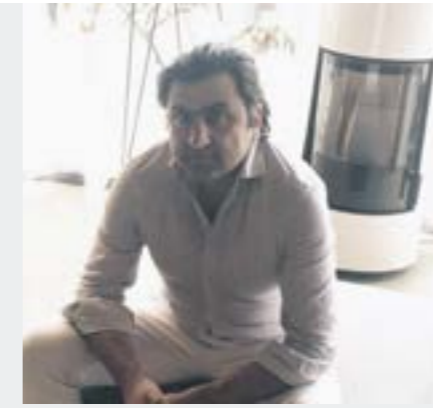




Less talk More content

CONTENT MARKETING
TO GROW THE SIZE OF YOUR
KITCHEN BUSINESS

chalfoun.nl



Samer Chalfoun

From a personal experience I know that a good marketer/a good marketing company is not the best in every field.

A good digital marketer fails to anticipate on kitchen customer expectations if he can not engage with the conversation about the process and trends of buying a kitchen. For them to implement a winning digital strategy, they will need to start from scratch, and this will have an immediate effect on their budget and will make their process slow.

I have a kitchen retail experience and i am an award winning designer. I combined my experiences with innovative digital marketing techniques with which I was able to drive sales up to 95% of my turnover from these strategies.

Werk en ervaring

- 2015 - 2019** **Kitchen&Living Beiroet, Libanon**
 Directeur
 Dealer van PRONORM keukens. Opzetten van de showroom, locatiekeuze, opzetten netwerk subdealers (in Libanon en Dubai), strategie ontwikkelen, selectie en tentoonstelling producten en assortiment. Verantwoordelijk voor het opzetten en uitvoeren van sales- en marketingcampagnes. Daarnaast ontwikkeling van een keukenlijn en kledingkasten d.m.v. locale productie. Binnen drie jaar de top 5 keukenshowrooms bereikt.
- 2010 - 2015** **Wrap Spaces, met Atag als partner**
 Creative Director
 Het merk Wrap Spaces ontwikkeld en in productie genomen. Het door mij ontwikkelde concept: een vooruitstrevende opvatting over de veranderende leefomgeving van mensen. Met een modulair systeem biedt het merk één multifunctionele oplossing waarmee je in één ruimte kunt koken, werken, eten én leven.
 Genomineerd voor German design award in 2013



- 2008 - 2013** **Freelance**
 Interieur Ontwerper
- 2004 - 2011** **Oever Zaaijer Amsterdam**
 Interieur Ontwerper
- 2001 - 2004** **Veenendaal Associates Amsterdam**
 Interieur Ontwerper

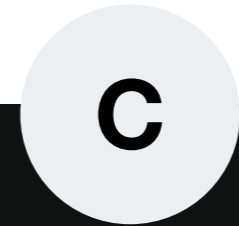
Universiteit

- 1990 - 1995** **Accademia di belle Arti, Rome**
 Design

Talen

Nederlands | Engels | Italiaans | Frans | Arabisch

MORE BUSINESS



Experience.
Creative.
Design.
Curious.
Inventive.

intro.

Work

2015-2019 Creative Director/
Kitchen&Living Beirut/ Lebanon

2010-2015 Creative Director
wrap spaces/Netherlands

2008-2013 Presentation Designer/
Interior designer
Freelance Amsterdam

2001-2011 Presentation Designer/
Interior designer
Veenendaal associates/ oeverzaaijer

Education

1995 Laurea in Design
Accademia di belle arti Roma

Samer Chalfoun



Address

Damastbloem 32
3621RV Breukelen
Netherlands

Contact

06 142 77 179
samer@chalfoun.nl

Website

www.chalfoun.nl



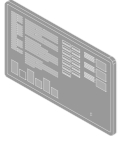





Awards





Designer & Content Marketer

Strategic & analytic thinking

Convert into content that touches and convinces. Continuous improvement, analysis and testing for an even better customer experience.

Strategic thinking 	Analytical 	Sense of trends
Social media advertising 	Targeting/re-targeting 	Funnel audiences 
Adobe Photoshop	Adobe illustrator	Adobe InDesign
Adobe premiere 	Adobe Aftereffects	Photography

Interiors 	Graphics 	Business development
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Less talk More content



Creating content for brands is my daily work.

Kitchen & Living

2015.now

Marketing & Business Development

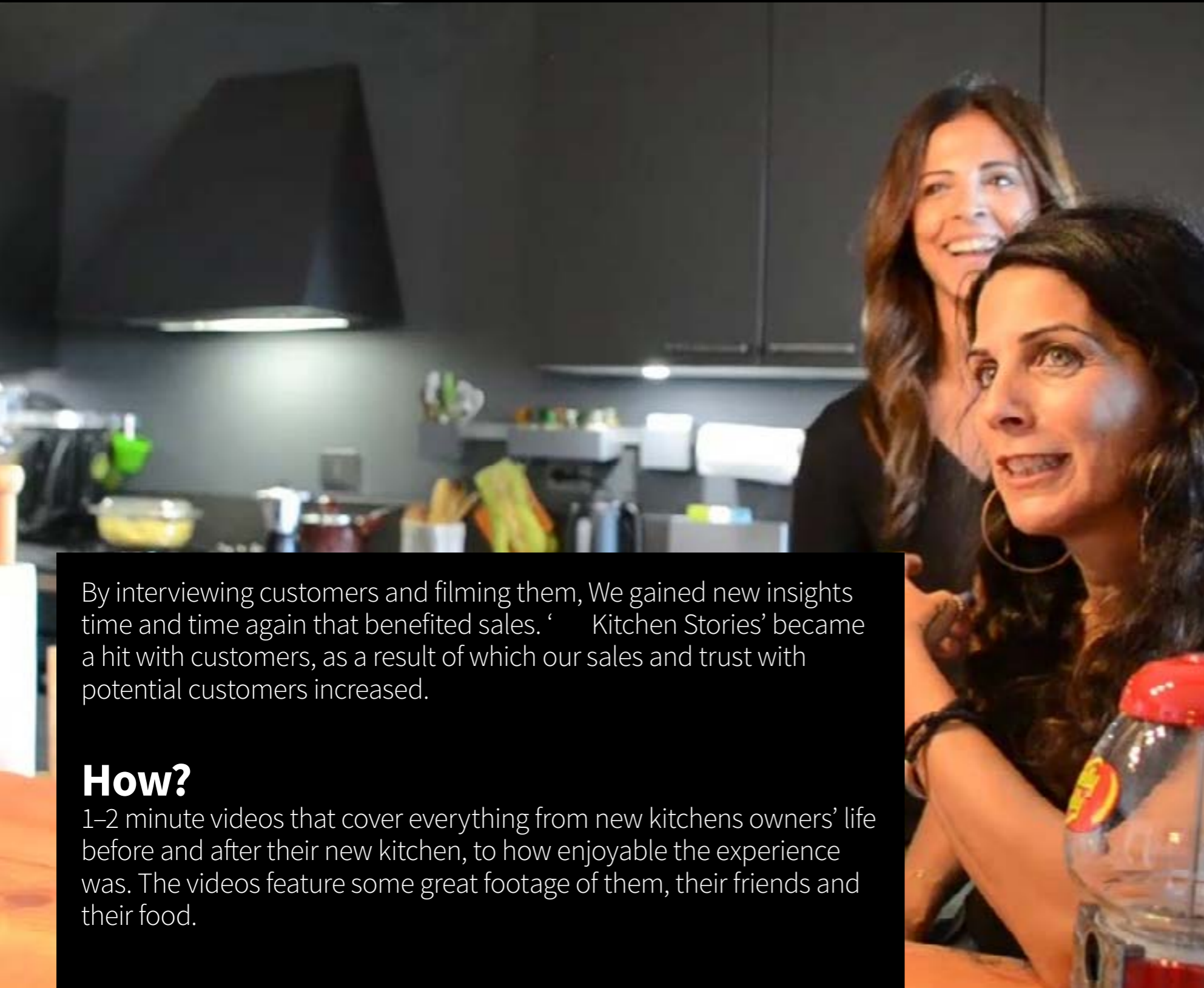
Design Stories

01

Marketing.
Design. Creation.
Business
development.

Kitchen Stories

Video Testimonials as a Marketing strategy

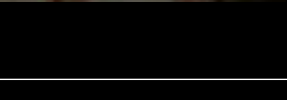
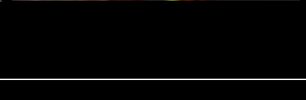
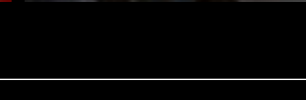
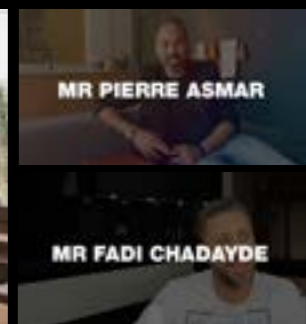
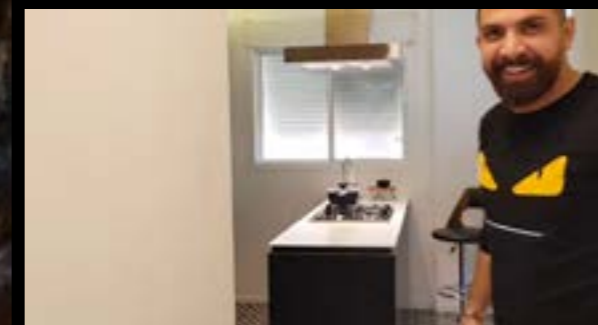


By interviewing customers and filming them, We gained new insights time and time again that benefited sales. 'Kitchen Stories' became a hit with customers, as a result of which our sales and trust with potential customers increased.

How?

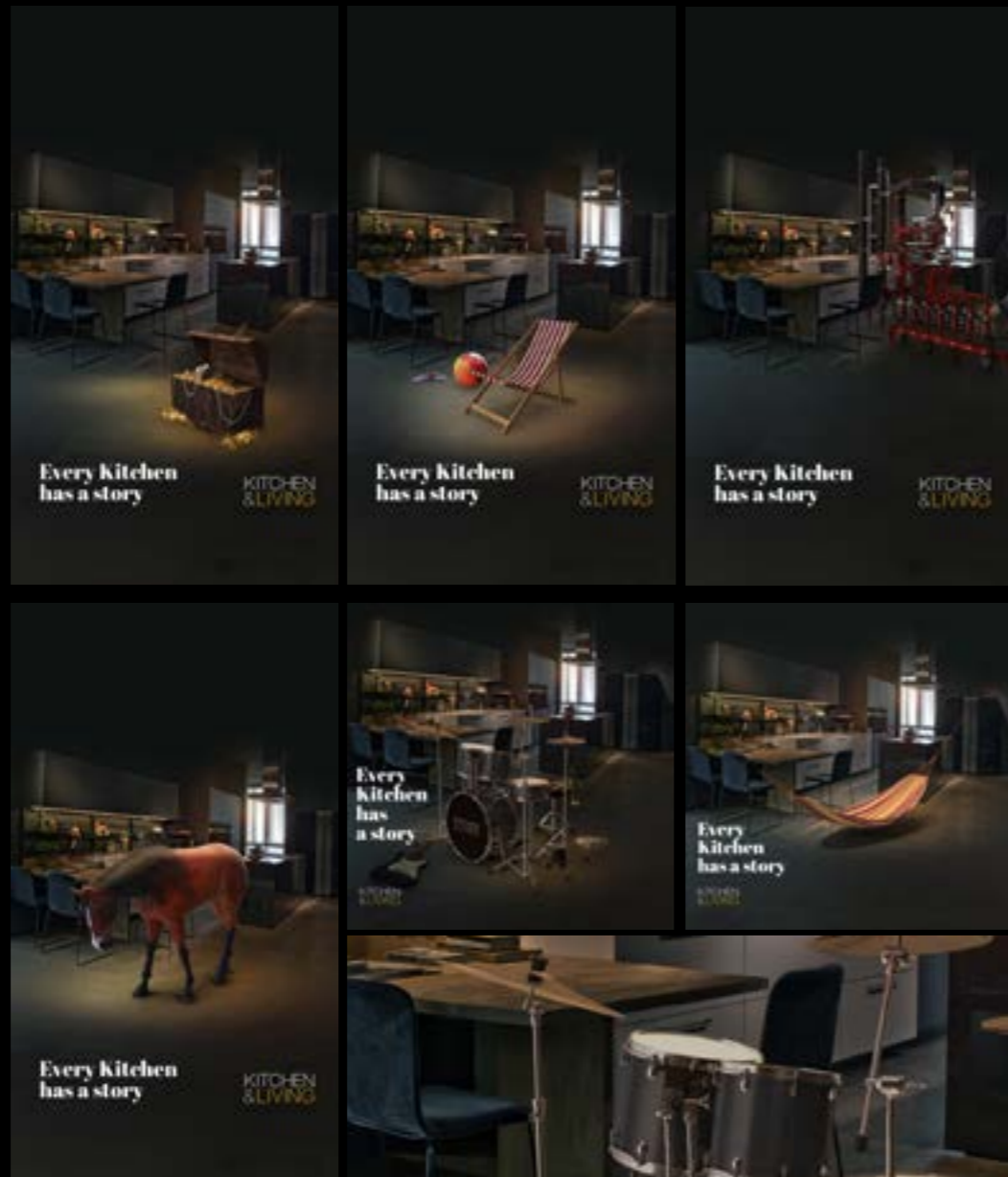
1-2 minute videos that cover everything from new kitchens owners' life before and after their new kitchen, to how enjoyable the experience was. The videos feature some great footage of them, their friends and their food.

More info check this link: <http://www.kitchenandliving.eu/kitchen-stories-testimonials>

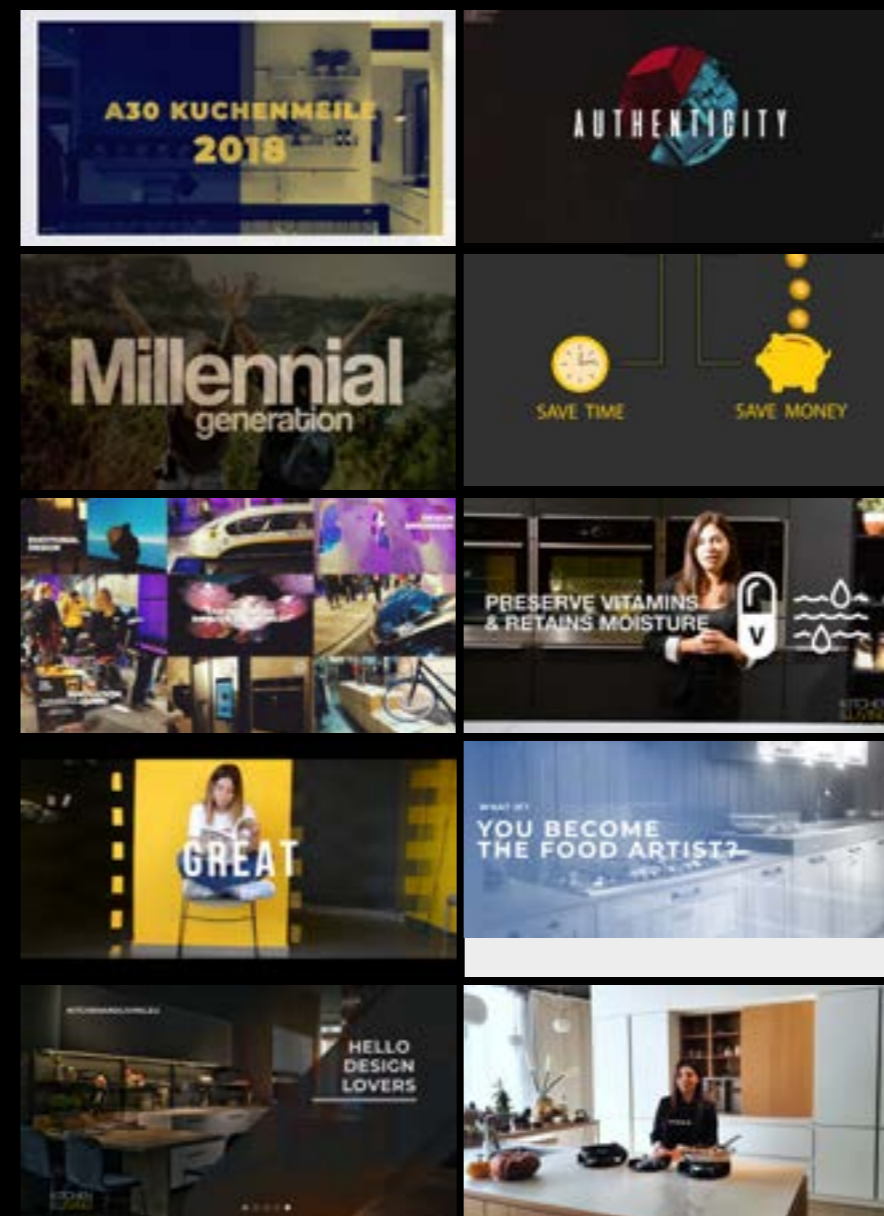


Photomontage

Video



Campaign 05.2019:
Every kitchen has a story



70% of @kitchenandlivingbeirut on Instagram & Facebook content is video, visit to see the animated content.

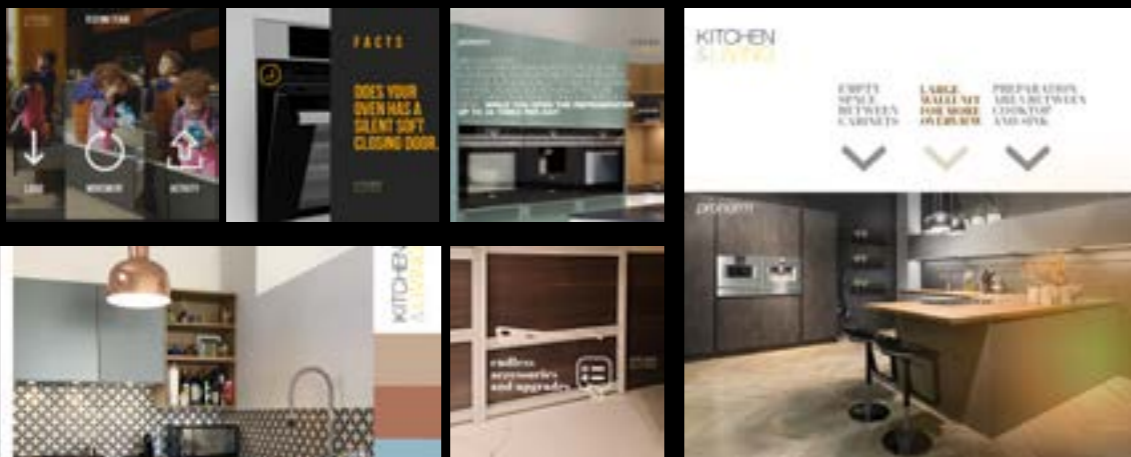
ERGONOMICS CONTENT



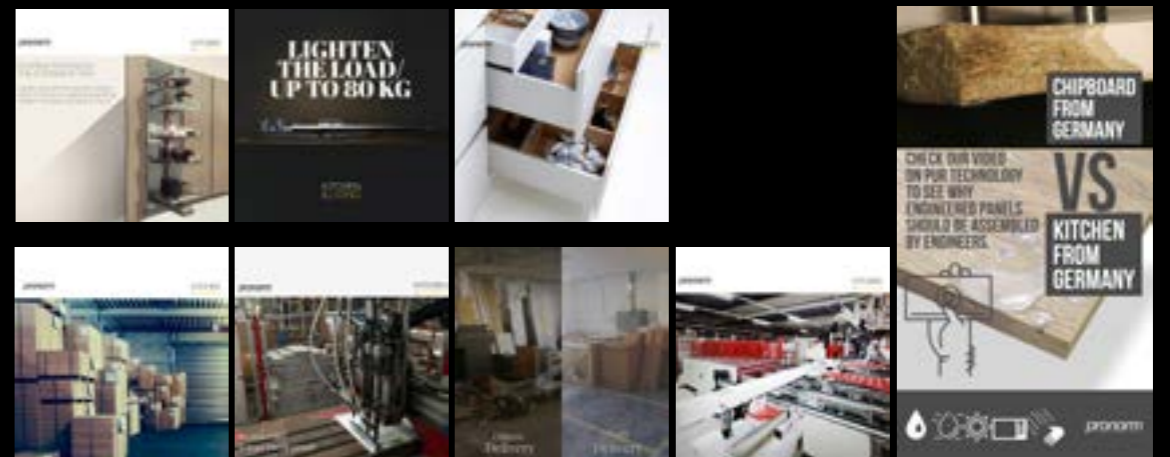
SALES



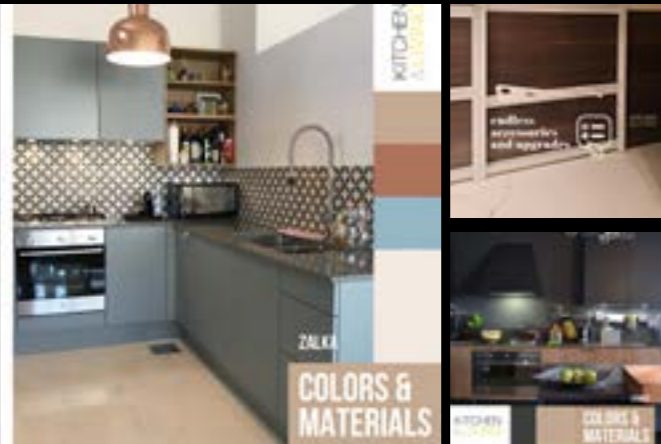
EDUCATIONAL



HARDWARE



EXPLAINED



THE MAKING OF



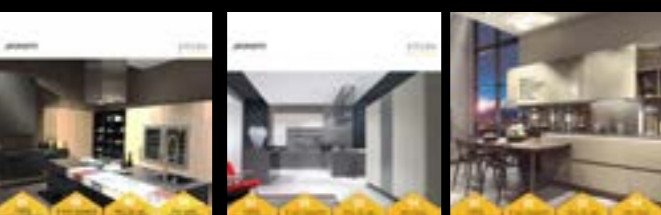
EMOTIONAL



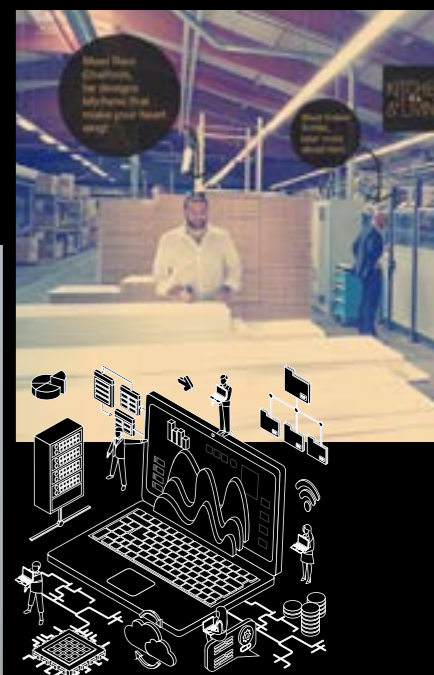
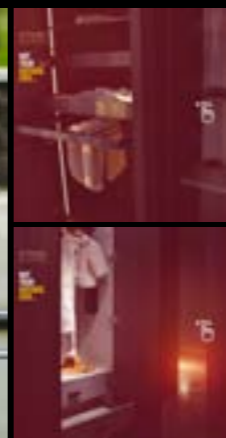
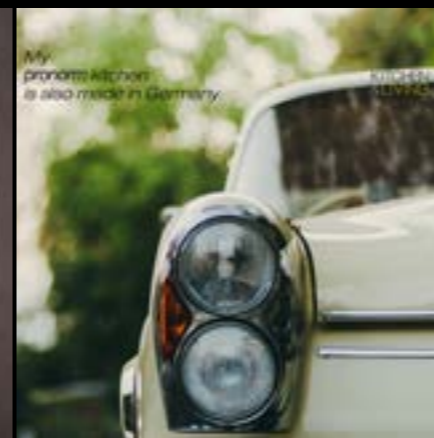
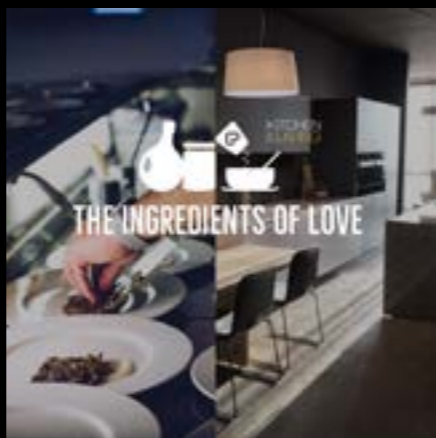
TEAM



TRUST



LIFESTYLE



wrap spaces

2010.2015



Innovative concept



Concept & Idea.

Creation.

Design & Marketing.

Business Development.



A new model for urban homes

The concept is committed to a new way of thinking. It wants to break through the long-established boundaries. Literally, by removing walls. But also metaphorically, by expanding horizons.

Life is changing! Boundaries between work and home blur; where any separation between kitchen, lounge, living and work space has gone. We shifted towards a knowledge-based economy, but our spaces were still based on the industrialised economy behaviour. Not anymore!

You no longer need to adapt to your surroundings. You want the functions in your home to be there if you need them, following your behaviour. That is the idea of the concept. If you don't need the function you don't need to see it, don't need to clean it and you don't need it taking your precious space. And, by way of a bonus, the system provides 25% extra living space. Or takes up 25% less space – whatever way you wish to look at it.

More info check this link: <http://bit.ly/2SMxJOG>



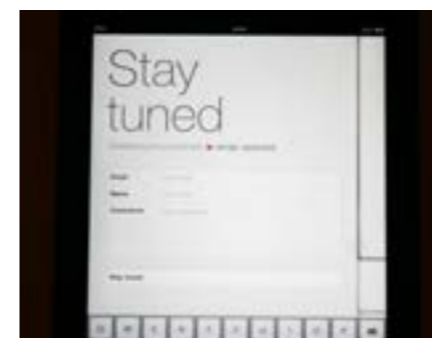
What it is:

It is a modular piece of wall mounted furniture that can be extended. The design delivers a hybrid environment including a kitchen, workspace and a living.



Branding

Presentation at Salone del mobile, Milan

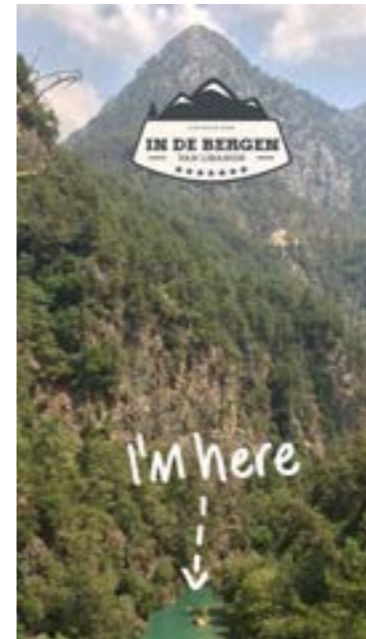


OTHER ACCOUNTS 2019

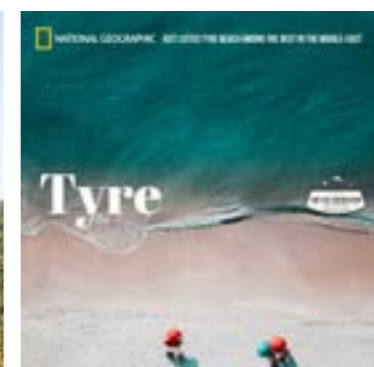
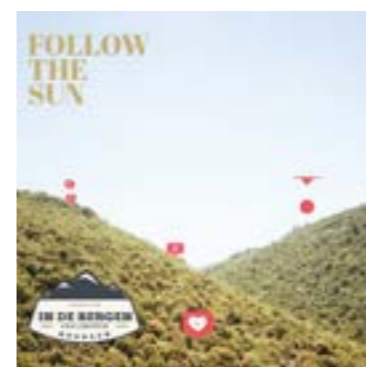
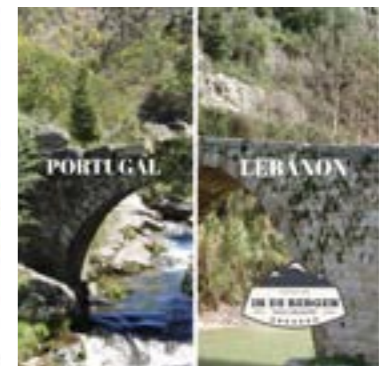
03

Social

Places out of context



Travel
Animated posts



**Less talk
More content**

chalfoun.nl

