

● **Diana Jarmakani**

DIANA D. JARMAKANI

Hospitality Concept Architect | Creator of Multi-Venue Restaurant & Entertainment Brands | Brand Strategist

EXECUTIVE PROFILE

I design, build, and scale hospitality and lifestyle experiences—from individual venues to full-scale destinations.

As a Global Hospitality Concept & Brand Strategy Director with over 20 years of experience across Nigeria, Lebanon, and the GCC, I operate under my design brand, P.INC Graphic Design Haus (est. 2002), and as an equity partner in multiple restaurant, nightlife, and entertainment ventures—specializing in high-impact, revenue-driven hospitality ecosystems.

I personally develop brands from the ground up—defining strategy, building identity systems, and ensuring seamless execution across real-world touchpoints. I integrate brand strategy, F&B concepts, and entertainment into cohesive, immersive experiences, translating vision into commercially successful concepts through concept development, guest experience design, and alignment across brand, space, and operations.

My work spans brand architecture and experiential strategy for across the Middle East, Africa, and global markets.

Currently, I serve as Partner & Managing Director, leading concept development, brand strategy, and guest experience across a portfolio of multi-venue hospitality brands in Nigeria, while also taking on selective international and part-time engagements that allow for flexibility and cross-market collaboration.

My clients and full portfolio are available upon request or via pdotinc.com.

- T +234 9090664464
- Email: diana@pdotinc.com

CORE EXPERTISE

- Hospitality Concept & Experience Design
 - Destination & Lifestyle Strategy
 - F&B Concept Development, Menu Engineering & Pricing
 - Entertainment Programming & Cultural Activation
 - Spatial & Brand Integration
 - Experiential Marketing & Guest Journey Design
 - International Brand Development & Market Expansion
-

KEY RESPONSIBILITIES & IMPACT

- Develop and launch restaurant, beach club, and nightlife concepts
 - Define brand positioning, DNA, and storytelling across portfolios
 - Design cohesive guest experiences across venues and destinations
 - Lead F&B concept direction
 - Ensure alignment between spatial design, interiors, and brand identity
 - Curate entertainment programming and cultural activations
 - Oversee multi-venue brand architecture and repositioning initiatives
 - Drive lifestyle strategy for large-scale hospitality developments
-

EDUCATION

Bachelor of Science in Graphic Design
Lebanese American University – Beirut

PROFESSIONAL EXPERIENCE

P.INC GRAPHIC DESIGN HAUS

FOUNDER Lebanon & Nigeria | 2002 – Present

Founded P.INC Graphic Design Haus as my design brand—an extension of my practice—and led it as a cross-sector branding consultancy delivering high-level identity systems, strategic repositioning, and campaign execution across Oil & Gas, construction, banking, fashion, education, and hospitality sectors, with a focus on building brands beyond aesthetics through strategy, systems, and real-world impact.

Scope of Work:

- Directed full-scale corporate rebranding projects
- Logo development & brand architecture
- Corporate identity systems & manuals
- Industrial branding & communication materials
- Campaign direction & production
- Exhibition & installation design

My clients and full portfolio are available upon request or via pdotinc.com.

• T +234 9090664464

• Email: diana@pdotinc.com

INTEGRATED BRAND POSITIONING, MARKETING & CONSULTANTING

- **HRH QUEEN RANIA OF JORDAN FOUNDATION**
BRAND & EXPERIENTIAL CONSULTANT JORDAN

Led strategic brand and experiential initiatives in collaboration with the foundation, supporting high-impact social and educational programs.

Scope of Work:

- Brand positioning/guidelines and communication strategy
- Campaign development for national initiatives
- Event concept creation and experiential design
- Creative direction across digital and on-ground platforms

Contributed to elevating the foundation's visibility and engagement through culturally relevant storytelling and experience-driven campaigns.

- **HARLEY-DAVIDSON**
BRAND STRATEGY, DESIGN & CONSULTING
Lebanon

Appointed as national Marketing Consultant responsible for full-year strategic planning and experiential marketing execution.

Scope of Work:

- Launch campaigns for new motorcycle models
- National Open House activations (quarterly)
- Press relations & media engagement
- Social media & community expansion
- Production and management of the Harley-Davidson Tour of Lebanon (4 consecutive years)
- Event logistics, branding, and revenue alignment

My clients and full portfolio are available upon request or via pdotinc.com.

• T +234 9090664464

• Email: diana@pdotinc.com

HOSPITALITY & RESTAURANTS

PARTNERSHIPS

- **BISTROS & DIVES GROUP**

- **BRAND STRATEGY & MANAGING DIRECTOR**

- NIGERIA | 2018 – PRESENT

- Co-founded and scaled the Bistros & Dives Group, developing a multi-venue hospitality brand that blends restaurant, nightlife, and entertainment-driven experiences.

- Created the Danfo concept, defining brand DNA, spatial identity, menu architecture, and entertainment programming, successfully expanding into multiple formats and locations.

- As Equity Partner and Managing Director, oversee brand strategy, concept development, guest experience, and commercial performance across a growing portfolio of venues, including:

- **BISTROS & DIVES GROUP**

- * Danfo on the Beach * Danfo Secret Garden

- * Danfo Express * Danfo Bistros & Dives

- **Okada Café**

- **Loompaland Dessert Shop**

- **SCOPE OF WORK:**

- Lead hospitality concept creation & experiential positioning across venues
 - Define and maintain brand architecture and storytelling consistency
 - Oversee F&B concept development, menu engineering, and pricing
 - Align interior design and spatial experience with brand identity
 - Direct entertainment programming and cultural activations
 - Build & lead cross-functional teams, including recruitment & performance management
 - Drive marketing strategy and digital brand presence

My clients and full portfolio are available upon request or via pdotinc.com.

- T +234 9090664464

- Email: diana@pdotinc.com

CREATIVE & ENTERTAINMENT DIRECTION

- **ROCOOCO** Restaurant | Lounge | Music Hall
STRATEGIC BRAND & ENTERTAINMENT DIRECTOR.
NIGERIA | 2023 –2026

SCOPE OF WORK:

- Define and maintain brand architecture and storytelling consistency
- Full brand identity & campaign systems
- Musical show development
- Choreography direction & Costume design
- Live performance integration into hospitality model
- Drive marketing strategy and digital brand presence

STRATEGIC BRAND MANAGEMENT

- **PRESENTLY** NIGERIA | 2023 –2026

Providing strategic brand leadership and experiential development across a portfolio of lifestyle and hospitality concepts, including:

BEACHES

- SOL Beach Resort • Turtle Bae Beach Club • The Sanctuary

RESTAURANTS

- 3 Danfo venues • Okada Café • Loompaland Dessert shop

FOOD COURT VENUES

- Lagos Crispy • Bao Wow • Bite Me Sandwiches

SCOPE OF WORK:

- Lead brand repositioning and market strategy
- Develop integrated marketing & brand communication frameworks
- Design and optimize guest experiences aligned with brand identity
- Integrate experiential revenue across F&B, events, and entertainment
- Align brand, operations, and commercial strategy for growth

My clients and full portfolio are available upon request or via pdotinc.com.

• T +234 9090664464

• Email: diana@pdotinc.com

CLIENT LIST (Full List Available & Portfolio Upon Request).

Delivered projects across Lebanon, Nigeria, UAE, KSA, Kuwait, Jordan, Angola, Sudan, Libya, Venezuela, and Egypt.

INTERNATIONAL

HRH Queen Rania of Jordan Foundations (Jordan)

- Jordan River Foundation • Jordan River Children's Program

Adidas

Elie Saab

American University of Beirut

National Football Stadium of Beirut

Hitachi Abdul Rahim Diab (Lebanon)

Saudi Brothers Ltd (KSA)

Julia's Italian Restaurant (Lebanon)

Il Forno Italian Restaurant (Lebanon)

Food Yard Restaurant (Lebanon)

Bar LouieResto -Pub (Lebanon)

SKYBAR Night Club (Lebanon)

Pascucci Café (Lebanon)

Sushi Yoshi (KSA)

ALFORN (KSA)

Crepe Factory(KSA)

Al Nakhil Amusement Park (KSA)

Katana Japanese Bakery (KSA)

Transit Supermarket (KSA)

NIGERIA

Jagal Group (Oil & Gas / EPC Contractors)

Snake Island Integrated Free Zone

Nigerdock (Oil & Gas)

Nigerstar 7 (EPCI Contractors)

IHS Towers

Mikano International Limited

Forte Oil Plc

The BoxMall Company (Construction)

InterContinental Hotel Lagos

My clients and full portfolio are available upon request or via pdotinc.com.

• T +234 9090664464

• Email: diana@pdotinc.com

Middle East & Africa Bank
American International School Lagos
Global Management Challenge Nigeria (Xploil)

***F&B**

Danfo Bistros & Dives
SOL Beach Resort (by BoxMall)
Story Beach Club
Turtle Bae BEACH CLUB
Zorya Night Club
Scarlet Night Club
Loompaland & The Dessert Sho
Lila Rose Pub
RA Casino
Rococo Restaurant / Lounge / Music Hall
Cheeky Chick (Fast Food)
Lagos Crispy (Fast Food)
Bao Waw Asian Food (Fast Food)
BEST (Alcohol Brand Company)

My clients and full portfolio are available upon request or via pdotinc.com.

- T +234 9090664464
- Email: diana@pdotinc.com