

● Diana Jarmakani

DIANA D. JARMAKANI

Creative Director | Brand Architect | Hospitality Partner | Managing Director
Lebanon & Nigeria

EXECUTIVE PROFILE

International Creative Director and Hospitality Partner with 20+ years of experience building brands and scaling businesses across Nigeria, Lebanon, and the GCC.

Founder of P.INC Graphic Design Haus (est. 2002) and Equity Partner in multiple restaurant and entertainment ventures in Nigeria.

Extensive experience delivering branding and corporate identity systems for major Oil & Gas companies, EPC contractors, financial institutions, luxury fashion houses, hospitality groups, and international foundations.

Currently Partner and Managing Director overseeing concept development, branding, operations, and revenue strategy for multi-venue hospitality brands in Nigeria.

CORE EXPERTISE

- Corporate Brand Architecture
- Oil & Gas & Industrial Branding
- Hospitality Concept Development
- Multi-Venue Restaurant Operations
- Revenue Strategy & Menu Engineering
- Entertainment Programming
- Luxury & Fashion Campaigns
- Institutional & Blue-Chip Consultancy
- Experiential Marketing
- International Brand Positioning

PROFESSIONAL EXPERIENCE

FOUNDER & CREATIVE DIRECTOR

P.INC Graphic Design Haus

Lebanon & Nigeria | 2002 – Present

Founded and led 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.

Directed full-scale corporate rebranding projects including:

- Logo development & brand architecture
- Corporate identity systems & manuals
- Investor & EPC presentations
- Industrial branding & communication materials
- Campaign direction & production
- Exhibition & installation design

SELECTED BLUE CHIP & INDUSTRIAL CLIENTS (NIGERIA)

Oil & Gas | Construction | Infrastructure:

- Jagal Group (Oil & Gas / EPC Contractors)
- Snake Island Integrated Free Zone
- Nigerdock (Oil & Gas)
- Nigerstar 7 (EPCI Contractors)
- Mazin Engineering (Construction)
- HS Towers
- Mikano International Limited
- Forte Oil Plc
- Ziatech Nigeria Limited (Generators)
- The BoxMall Company (Construction)
- Continental Feeders (Industrial Distribution)

Financial & Institutional:

- InterContinental Hotel Lagos
- Middle East & Africa Bank

- Jamnal Trust Bank (Beirut & Egypt)
- American International School Lagos
- Global Management Challenge Nigeria (Xploit)

INTERNATIONAL BLUE CHIP CLIENTS

- Adidas
- Elie Saab
- American University of Beirut
- National Football Stadium of Beirut
- Hitachi Abdul Rahim Diab
- Al Mujagel Group (KSA)
- Saudi Brothers Ltd (KSA)
- Al Moukadam Group
- HRH Queen Rania of Jordan Foundations
- Jordan River Foundation
- Jordan River Children's Program

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

HARLEY-DAVIDSON

Marketing & Brand Consultant
Lebanon | 2011 – 2014

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

Leadership Scope:

- Annual marketing strategy & budgeting
- Launch campaigns for new motorcycle models
- National Open House activations (quarterly)
- Sponsorship & partnership acquisition
- 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

Positioned Harley-Davidson Lebanon as a high-visibility experiential brand within the region.

HOSPITALITY & RESTAURANT PARTNERSHIP

FOUNDING PARTNER

Danfo Bistros & Dives Group

Nigeria | 2019

Co-founded and launched the original Danfo Bistros & Dives concept.

Developed brand DNA, spatial identity, menu structure, entertainment programming, and operational model that expanded into multiple venues.

PARTNER & MANAGING DIRECTOR

Danfo Hospitality Group

Nigeria | 2019 – Present

Equity Partner actively managing branding, operations, and revenue performance across:

- Danfo Bistros & Dives
- Danfo on the Beach
- Danfo Secret Garden
- Danfo Express

Executive Responsibilities:

- Concept creation & experiential positioning
- Interior brand alignment & design direction
- Menu engineering & pricing strategy
- Vendor negotiations & procurement
- Team recruitment & leadership
- Entertainment programming & themed events

- Marketing strategy & digital presence
- Operational restructuring & profitability growth

CREATIVE & ENTERTAINMENT DIRECTION

ROCOOCO Restaurant | Lounge | Music Hall

Strategic brand & entertainment director.

- Full brand identity & campaign systems
- Musical show development
- Choreography direction
- Costume design
- Live performance integration into hospitality model

CURRENT STRATEGIC BRAND MANAGEMENT

- SOL Beach
- Turtle Bae
- The Sanctuary

Providing brand repositioning, marketing strategy, entertainment programming, and experiential revenue integration.

EDUCATION

Bachelor of Science in Graphic Design
Lebanese American University – Beirut