

FOUAD NASS

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SUMMARY

Dynamic professional with progressive & diverse digital experience developing digital marketing strategies, social media planning, directing new initiatives and leading growth.

EXPERIENCE

OCTOBER 2017-CURRENT

Senior Account Manager | *Socialeyez* | *Dubai, UAE*



Developing and leading the execution on the client's (*Governmental*) social media & marketing strategies based on their objectives

Driving integrated social media strategy, content development, execution and channels management

Managing and support the Social Media Team that includes 8 members, ensuring a superior quality of communication and project delivery.

Overseeing analysis and performance reporting to identify potential opportunities for clients.

Managing client – agency relationships.

Developing strategies for clients which not only assist in exceeding the objectives but assist in educating the business/brand as a whole.

Researching new and emerging tools to add to the offering from the agency.

Coordinating agency's financial and budget requirements to fund operations, maximize investments, and increase efficiency.

Managing specific staffing requirements from interviewing, hiring and training new team members

Integrating with the various departments in order to develop ideas and new business opportunities.

Assisting the team in the execution of all social media activities across our client portfolio

JANUARY 2017-OCTOBER 2017

Digital Account Manager | *Rotana Media Group* | *Dubai, UAE*



Lead development of media planning schedules that aligned with network opportunities and client objectives for growth, profitability, and competitive market positioning.

Maintained client relationships with the goal of driving cooperative efforts in campaign development and new business.

Lead the day-to-day sales process, from preparing proposals, campaign management & optimization, to reporting based on campaign performance and metrics.

Identified and pursued new business opportunities.

Evaluated campaigns against market and competitor trends, adjusting to ensure optimal performance.

Managed the programmatic seat (SSP & DSP) offerings of Rotana.net from set up to implementation.

JANUARY 2016-DECEMBER 2017

Digital Content Manager | Rotana Media Group | Dubai, UAE



Assisted in planning & managing Rotana's Content Strategy and Social Media Strategy

Achieved a 4 figure percentage growth on Rotana.net both in video and editorial formats

Gathered and reported data findings for business development & execution

Involvement in the overall user-experience and user-interface throughout inception to execution

Managed and executed social media campaigns across various platforms

Supported the commercial team on advertising opportunities & pitches

Laid out the marketing strategy for Rotana's social media presence

Helped in setting up content and digitization workflows for improved efficiency

Optimized our digital content offering to a friendlier search engine format

Worked closely with Rotana's development, technical, and digital management for an improved experience

Managed the communication & monitoring between our Programmatic Advertising partners

Managed Rotana's Digital projects alongside the Digital Operation Manager (web, design, Mobile App., new feature etc.)

SEPTEMBER 2015-JANUARY 2016

Senior Digital Content Executive | Rotana Media Group | Dubai, UAE



Managed the communication between the digital department and external partners

Generated weekly performance report

Managed KPI related data and reported findings to the sales and senior management

Followed up on operational and managerial tasks with our external partners

Liaised closely with Rotana's Marketing department to improve monitoring and monetizing

Worked with Rotana's digital department to set content and social media guidelines in order to optimize traffic analytics data

Increased Rotana's Facebook page likes from 6M to 9M in less than a year

MAY 2014-SEPTEMBER 2015

Marketing Executive | Rotana Media Services | Dubai, UAE



Developed integrated marketing campaigns for all Rotana TV Channels, Radio, and Website.

Planned budgets for marketing campaigns-Online and Offline.

Liaised with the Digital Department to achieve our digital strategy

Worked closely with the Digital Sales team on content propositions and online material

Worked on several projects alongside the Digital Consultant on the website's GUI, user journey, and ergonomic factors.

Supported the Senior marketing manager.

Monitored competitor activities.

Boosted engagement rates by leading social media campaigns

Interfaced with the digital sales team and supported digital sales efforts

Managed the production of marketing materials.

PRIOR EXPERIENCE

OCTOBER 2012-APRIL 2014

Marketing and Sales Executive | Trameco | Beirut, Lebanon

JANUARY 2012-SEPTEMBER 2012

Marketing Trainee | Henkel | Zouk, Lebanon



APRIL 2009-JULY 2009

Freelance Marketing Specialist | Johnson & Johnson | Beirut, Lebanon



EDUCATION

Digital Marketing Certificate | 2016 |

MCG&CO

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Digital Marketing Course | 2015 |  Squared Online Developed with Google

Squared Online

Bachelor of Science Degree: Business Marketing | 2011



Lebanese American University, Beirut, Lebanon

High School Diploma | 2006

Deutsche Schule Beirut, Beirut, Lebanon (*German school of Beirut*)

