

Nay Nassif

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Born in Lebanon: April 28th, 1992

EDUCATION

Universite Saint Joseph, Beirut, Lebanon	July 2014
License in marketing and advertisement	
Ecole Notre Dame de Nazareth, Beirut, Lebanon	June 2010
French Baccalaureate in literature	

EXPERIENCE:

Choueiri Group – Digital Media Solutions	Oct' 2014- Present
<i>Account Manager – Levant</i>	Apr' 2018- Present
<ul style="list-style-type: none">- Lead a team, handle and manage all campaigns booking, optimization, reporting along with follow up with client and accounting- Build strong client relationships and achieve KPIs set by the Sales Manger- Monitor campaigns performance via Google Analytics, DFP and Triton- Coordinate with sales consultants to ensure clients' satisfaction on their campaigns- Develop digital media strategy, planning and reporting	
<i>Senior Account Executive – Levant</i>	Sep' 2015- Apr'2018
<i>Sales Executive – Levant</i>	Oct'2014-Aug'2015
Elie Saab, HQ Lebanon	Jun'2014-Sep'2014
<i>Internship in the Product Development department</i>	
<ul style="list-style-type: none">- Liaised between suppliers and end retailers- Conducted thorough quality control on designed products- Designed product line sheets and technical sheets in excel- Monitored merchandise arrival (textile) and design of final accessories in warehouses	
Impact BBDO, Lebanon	Aug' 2012
<i>Internship in the Client Services department of IB II</i>	
<ul style="list-style-type: none">- Designed a questionnaire for an oil brand- Conducted on site visits to observe consumers' behavior for an oil brand- Conducted a market research on SGBL's youth card	
Memac Ogilvy, Lebanon	Jun'2012- Jul' 2012
<i>Internship in the Client Services department</i>	
<ul style="list-style-type: none">- Brainstormed on improving the brand image of Volvo and Skoda- Analyzed consumers' behavior through press research and on-site market visits for Huggies, Kotex and Wrigley's- Promoted Huggies and Kotex through social media- Designed a questionnaire to get consumers' opinion about Wrigley's and presented it	

ACTIVITIES

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- **United Nation – UN WOMEN:** Certificate of completion on Introduction to Gender Equality
 - **Theatre:** Play Director and Actor for the baccalaureate
 - **Interests:** Photography, music, traveling, sports

OTHER SKILLS

Languages: Native in French, Fluent in English and Arabic

Computer: Microsoft Excel, Microsoft Office Word, Microsoft PowerPoint, SPSS, Google Analytics, Double clicks for Publishers (DFP) and Triton