

Johnny Abi Allam

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PROFESSIONAL EXPERIENCE

- Jun 18 - Present **Booz Allen Hamilton, Management Consultant** **Riyadh/Beirut**
- Supported a governmental entity in setting up and operating its Digital Communication Unit
 - Developed Online Advertising and Content strategies in line with the entity's vision and mission
 - Procured third-party media monitoring, digital and content creator vendors
 - Managed third-party vendors through briefing, daily oversight and quality control
 - Managed the onboarding of newly recruited key staff
- Oct 17 – Apr 18 **Google, YouTube Partner Communication Consultant** **London**
- Managed a portfolio of **230+** partners in MENA region and France
 - Worked on partner's channel scaling strategy to generate sturdy growth
 - Delivered channel consultations with detailed data analytics performance reports
 - Tracked, analysed and communicated key quantitative metrics as they relate to partner relationship via a deep knowledge in big data architecture based on YouTube analytics
 - Achieved an **30%** watch time growth on monetized channels impacting both parties' ROI
- Apr 15 – Dec 16 **Red Bull, Digital Media Manager** **Dubai**
- Promoted to the regional HQ leading a bigger market on media strategy and content marketing
 - Revamped the local website's content strategy with SEO, scoring **32%** in organic growth
 - Built a portfolio of journalists with an editorial process for a daily article contribution resulting in **18%** growth in web traffic and **22%** in social engagement
 - Appointed as regional specialist for "Sprinklr", a social media management third party platform, in charge to train and support digital headcounts in the local MEA markets
 - Took ownership of a global project distribution #WaterParkLockdown resulting in 48M impressions
- May 12- Mar 15 **Red Bull, Digital Marketing Specialist** **Jeddah**
- Established Red Bull's digital communication department with an Omni-channel strategy
 - Trained internal and external marketing teams on shifting from classical to digital mindset
 - Grew online brand awareness from **6%** to **22%** in the Saudi market during 2012-13
- Jun 11 – May 12 **James Walter Thompson, Account Executive** **Jeddah**
- Developed communication and marketing plans for leading confectionery company (MARS)
 - Conducted extensive market and product researches during pitch processes
 - Planned new products launch in the Gulf markets across distribution channels
- Sep 08 – Jun 11 **Lebanese Red Cross, Mission Leader** **Beirut**
- Led more than **600** emergency missions, rescued **664 patients** across Lebanon
 - Renovated Radio communication infrastructure in centers & ambulances

EDUCATION

- Oct 17 **École Supérieure de Commerce de Paris (ESCP) | MSc, Marketing & Creativity**
Thesis: *Future of data protection and its impact on consumers and businesses*
- Dec 10 **American University of Beirut (AUB) | BA, Public Administration**
- Jun 06 **Grand Lycée Franco-Libanais | French Baccalauréat, Science**

OTHER

- **Google Licensed:** AdWords, Analytics & YouTube content strategies
- **Coding skills:** basic knowledge in HTML, CSS & Java languages
- **First Aid:** American Heart Association First Aid AED & CPR certified
- **Written articles:** Technology topics featured in T3 Middle East magazine