

Name: **ELIE J. KEYROUZ**  
Tel/Mobile: (M): +961 (0)3590790  
Email: [ejkeyrouz@gmail.com](mailto:ejkeyrouz@gmail.com)  
LinkedIn: <http://www.linkedin.com/pub/elie-j-keyrouz/7/b94/a31>

## PROFILE

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I am fortunate to have a wide exposure in B2B relationships through dealing with a vast array of topics and missions, including client relationship management, business development, sales and project management. This has provided me the necessary skills, positive attitude, motivation and flexibility to be efficiently productive, major team player, people, and goal oriented. I have been fortunate in my career to date to have partnered with and led on local, regional and global client brand campaigns.

I am now looking for the opportunity to further develop and take forward the multi-channel marketing strategy, improving and evolving it in line with strategic business objectives for either an established brand looking at new markets or in support of new product launches. This I believe I can comfortably achieve client or advisory side.

## KEY KNOWLEDGE, SKILLS & CAREER HIGHLIGHTED EXPERTISE

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- **Entrepreneurship:** Working on my very own start-up. Joined the Smart ESA Incubator program by the ESA Business School.
- **Consulting Skills:** Assisting clients achieving their desired outcomes and established goals through media investment negotiation, activation, and measurement within established markets.
- **Communication & Social Skills:** Communicating clearly across all level of management. Mentoring, motivating and directing teams.
- **Client Relationship Management:** Understanding, winning, optimizing experience and retaining clients.
- **Project Management:** Planning, allocating resources, managing team, managing processes and changes, managing issues and delivering results.

## PROFESSIONAL EXPERIENCE

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### Self Employed / Marketing Consultant.

**Duration:** Feb 2018 till present

### Recent project: The Smallville Hotel – Beirut

**Position:** Marketing Consultant

**Duration:** 9 Weeks

- Contributing to the development of the marketing strategy including the marketing plan and a calendar of activities and events.

### Key Achievements:

- Assessing and redefining the Marketing Strategy including 1. Brand positioning through launching the corporate campaign online and offline. 2. Target profiling and segmenting with customized packages for different segments. 3. Competition analysis and product differentiation 4. Digital Marketing strategy (website enhancement, SEO & SEM optimization, Social Media strategy), and 4. Marketing communications strategy through setting the best communication practices and identifying the most effective and efficient channels to reach the target.

**Employer:** Markits Consulting

**Position:** Freelance Consultant

**Duration:** June 2015 till Jan 2018

- Contributing to the development of the marketing strategies prepared for clients including following up on implementation and assessment.

### Key Achievements:

- Assessing and redefining the business strategy of a number of SMEs directly or as part of an NGO program across the Lebanese regions with a focus on marketing and marketing research. Mostly working on 1. Understanding the landscape and industry, 2. Defining and profiling the different stakeholders' needs, decision making process and purchasing behavior, 3. Undergoing gap analysis, 4. Setting and developing the marketing strategy and action plan to tighten the gap between SMEs and their target markets.

**Employer:** JWT (Kuwait City, Kuwait)  
**Position:** Senior Account Manager  
**Duration:** 3 years 3 months – July 2010 to September 2013

- Contributing to the strategy in partnership with the planning, social and creative teams.
- Keeping up to date with best practice on all major and emerging new offline and online media platforms including social media.

**Key Achievements:**

- Zain Telecom (46million subscribers, \$1.3bn revenue): Renegotiated an existing contract obligation in order to deliver in full an evolving brief realizing an additional revenue commitment.
- National Bank of Kuwait: Synergizing and attaining optimal solution for the client as well as for benefit of JWT.

**Employer:** Grey Worldwide (Beirut, Lebanon)  
**Position:** Account Manager  
**Duration:** 1 year – June 2008 to September 2009

- A regional role requiring cross border liaison in order to deliver client requirements. Interfacing with Beirut / Dubai based teams. Stakeholder management and organisational capabilities coordinated in line with operational and budgetary controls.

**Key Achievements:**

- Roshan Telecom: Key account management and delivery on creative marketing briefs in Afghanistan.

**Employer:** Ogilvy & Mather (Riyadh, Saudi Arabia)  
**Position:** Account Executive  
**Duration:** 2 years 6 months – October 2005 to March 2008

- Provided a junior role as being part of a team responsible in the development and maintenance of large accounts. Key accounts covered telecommunications infrastructure (Motorola), banking financial services (Al Rajhi Bank) and travel & transportation (NAS Airline).
- Working collaboratively within the client as part of an all agency team forging good working relationships with media, PR and retail agency.

**Key Achievements:**

- NAS Airline (No 1 Middle Eastern Region low-cost airline). Taking the initial brief achieving a “Go Live” multi-media platform plan definition and launch to a 48hr timeframe.

**Additional Experience (Pre Advertising Agency. Additional details available upon request)**

**Employer:** Metro Department Store      **Position:** Marketing Executive      **Duration:** October 2004 – September 2005

## PROFESSIONAL & ACADEMIC QUALIFICATIONS

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**Academic:**

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|---|------------------------------|--------------------------------|
| • MSc Business & Marketing Management   | University of Surrey         | September 2013 – December 2014 |
| Dissertation: "The Dynamics of Trust in Client-Advertising Agency Relationship" |                              |                                |
| • Bachelor of Advertising & Marketing   | Notre Dame University        | 1999 – 2003                    |
| • Baccalaureate   | Antonin High School, Lebanon | to 1998                        |

**Professional:** (predominantly provided in-house via my employer)

- Strategic Planning, Online Communication, Analytical & Problem Solving skills – JWT training
- Strategic Thinking – Ogilvy training
- Creative Brief – Ogilvy training

**Languages:** English (Professional working proficiency), Arabic & French (Native or bilingual proficiency)