

Ramez Tawil

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Personal Summary

Entrepreneur by nature experienced in starting something from nothing. As a highly effective communicator I can quickly gain a grasp of a client's strategic direction and requirements. I am confident that I have the skills, experience and 'can do' attitude to meet your expectations.

Professional Experience

▪ Entrepreneur

Self-Employed Jan 2017 – present

Duties/Achievements:

- Developed my own ideas, built a few MVPs, and launched a couple viable project ideas
- Established a strategic partnership with a company based in Spain when I founded "Inflowencers" and managed to bring 70 influencers onboard with a combined total reach of 8M active followers
- Built an online media platform focused on entrepreneurship, innovation, and change in the digital age

▪ Sales Account Manager

Apliman Technologies June 2015 – Jan 2017

Apliman is a technology provider that helps Mobile Operators in more than 50 countries expand their portfolio of innovative offerings to remain the "Central Hub" of their subscribers' Digital Lifestyle.

Duties/Achievements:

- Demonstrated a quick learning curve of the industry, pitched and created tailored proposals to prospective organizations based on their needs, interests, and local market requirements
- Traveled independently and held proficient meetings with telecom executives at various mobile operators, also held presentations and Q&A sessions on-site
- Engaged in strategic market analysis, marketing tactics, sales strategies, product enhancements and tailoring, and contributed to the initiation of innovative services and a new product line
- Handled 30+ accounts in over 20 countries across MENA, LATAM, and South East Asia where dialogues were initiated from zero to one by being consistent in outreach and follow up; demonstrating initiative and dedication, and effectively allocating equal undivided attention to each account

Courses:

Negotiations and Sales Techniques – Smartman

- **Senior Account Executive | Head of Associates**

Campus Society

July 2014 – May 2015

Campus Society, based in UK, is a university network that helps students connect over similar courses or interests.

Duties/Achievements:

- Coordinated remotely with the CS team, based in London, as the first and only employee in Lebanon and managed to meet with university admins and establish partnerships across all campuses around Lebanon
- Accomplished a strategy to crack the market by suggesting that we start an associates program and took initiative by approaching university career service offices to share the internship opportunity
- Approached university Deans & student affairs and got approvals to organize events on their campuses to teach and motivate students about the platform and give away promotional items
- Sourced, screened, recruited, and lead two account executives based in Lebanon as well as 50+ interns across universities located in Lebanon, Jordan, UAE, and Egypt
- Handled the associate program, reviewed and accepted applications, updated and organized the associate teams in 30+ campuses across ME, organized meetups, shared learnings and promoted collaboration via Slack, and wrote strong recommendation letters to students who had successfully completed their internship

- **Account Executive**

Layalina Magazine – AWI Group

March 2014 – June 2014

Duties/Achievements:

- Secured new appointments from hot and cold leads on a weekly basis selling offline and online ads
- Assisted in translating articles in Arabic and English languages reporting to the Editor in Chief

- **Founder**

Planet Green

Feb 2013 – June 2016

Passionate about revolutionary products, I once stumbled upon a great article about photovoltaic solar-electric systems and decided to tap upon that niche. So I started Planet Green, which allowed qualified homeowners in Lebanon to go solar with no upfront cash investment.

Duties/Achievements:

- Researched the industry and requested a meeting at a company who specialized in high quality European systems
- Met with their chief engineer and BDM, proposed to resell their products using my own brand name (PG), learned about the systems at heart, and went out there
- Used my personal time and weekends to prospect, call, and meet with people
- Submitted detailed proposals and quotations
- Established a professional trustworthy company brand
- Closed five figure sum of deals in the first 6 months (\$132K)
- Secured a \$25K deal paid in cash from a customer opposed to an initial offer for \$18K he had already received from a competitor

▪ SALES EXECUTIVE

Ayna Corporation April 2012 – Feb 2014

Ayna Corp provides an Omni Channel marketing platform that helps SMEs drive more customers to their stores.

Duties/Achievements:

- Identified potential leads and opportunities
- Secured the very first sale for the company's newly created product
- Exceeded my monthly target several times

Courses:

The Sales Science – Heed with might and main

▪ Editor

Al Deyar Newspaper July 2011 - March 2012

Duties/Achievements:

- Handled editorial content for the online media website
- Held responsible of main headlines for being able to select content that resonates well with targeted audiences
- Demonstrated strong communication, teamwork, and leadership skills

▪ Owner – Chef, Sales, Entrepreneur

Chilies Hotdog March 2011 – June 2011

I noticed that nobody had specialized in serving grilled hotdogs on the go around Tyre city yet. So I solved the problem, made people happy, and then accepted an offer to sell the business.

Duties/Achievements:

- Designed and ordered a well-crafted hotdog kiosk
- Created a professional logo and brand identity
- Pursued license from the Mayor to rent a spot facing sea shore
- Sourced and dealt with top food and equipment providers
- Grilled and served food to customers directly
- Expanded our menu (written on a small chalk board beside our kiosk) to include Nutella, Turkey cheese and more

▪ Founder

AWT Services June 2010 – Jan 2017

AWT helps business owners plan and execute creative marketing campaigns mainly through SMS, social media, and press releases.

Education

BA (LIU) Marketing and Advertising

Life Science (NEIGB)

References

Available on request

Personal

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