

Nizar El Kotob

Education

Graduate of spring 2013:

- American University of Beirut, Lebanon:
Bachelor in Business Administration (marketing emphasis)



Graduate of spring 2009:

- Al Rawafed Private School, Abu Dhabi, UAE: High school Diploma

Experience

December 2016 till November 2018:

- Amber Apiaries, Lebanon**

Position: Founder/ Owner

Duties and responsibilities:

- Beekeeping (inspecting beehives on a regular basis to ensure health of bees in the apiary)
- Product development
- Negotiating with suppliers and wholesalers
- Overall management (budget, financials, logistics, etc.)



November 2015 till December 2016

- Mondelez, Dubai, UAE**

Position: Marketing Assistant, Brand activation team, Chocolates, Gulf and KSA

Duties and responsibilities:

- Full responsibility for tracking and managing budget in 6 countries for 3 brands
- Creating CPS's and managing projects/launches/re-launches
- Briefing/Liaising with creative/ BTL/ media agencies
- Monitoring and reporting brand metrics (market share, penetration, etc.)
- Analyzing Data, forecasting trends, and creating presentations to show findings
- Adapting regional toolkits to local market needs while sticking to brand guidelines
- Proofreading copy for in store stands, Digital, Social, and Radio



August 2015 till November 2015

- Henkel, Dubai, UAE**

Position: Key account executive in Oman, Qatar, and Bahrain

Duties and responsibilities:

- Analyzing sales and offtake data and creating presentations
- Cleaning up distributor data
- Liaising with distributors/ trade marketing to execute activations
- Performing regular visits to outlets



May 6, 2014 till August 2015

- **Henkel, Dubai, UAE**

Position: Assistant brand manager on heavy duty liquid detergents

Duties and responsibilities:

- Monitoring and reporting brand metrics (market share, penetration, Share of voice, etc.)
- Tracking and managing budgets and creating financial reports
- Briefing/Liaising with creative/ BTL/ media agencies
- Working on and presenting initiatives/ analyses for top management
- Attending pre-production and production meetings to develop TV copy
- Creating CPS's and managing projects/launches/re-launches/ packaging changes
- Proofreading copy for in store stands, Digital, Social, and Radio
- Taking part in qualitative research
- Assisting in sales projects



September 15, 2013 to February 23, 2014:

- **MDS Computers, Abu Dhabi, UAE**

Position: Trainee in Microsoft licensing department

Duties and responsibilities:

- Generating sales leads
- Updating databases
- Receiving training on account management
- Learning Microsoft licensing schemes
- Assisting in event planning and management



June 2012 to August 2012:

- **Merlun Group, Hazmieh, Lebanon**

Position: summer intern

Duties and responsibilities:

- Creating reports on sampling projects for clients (mainly Nestle)
- Aiding in setting schedules for in-store promoters
- Assisting in organizing sampling campaigns
- Preparing presentations for employees and clients (Nestle, PepsiCo, Philip Morris)



Languages

- Fluent in English and Arabic (writing, reading, and speaking)

Computer skills

- Microsoft office (word, excel, power point, outlook)
- Nielsen Answers
- World panel

Interests and hobbies

- Playing guitar
- Beekeeping (My current business is a beekeeping business)
- Camping and hiking (hiked to Mt. Anapurna Base camp in Nepal (4,130 m))
- Writing