

Mansourieh

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Mazen Moussawer

Marital status Married

Nationality Lebanese

Age 51

EXPERIENCE

➤ CREATING THE DIGITAL & MOBILE APP FOR AN ONLINE PARCEL DELIVERY SYSTEM: "PICKAPP"

- Creating the main automation idea and processes. Implementing and creating the interface from the design to the main characteristics of the actual application, with a team of App. Developers.
- The App is on PlayStore and AppStore.

➤ MANAGING DIRECTOR AT ASPIRED STATE ADVERTISING AGENCY (June 2012 - January 2016)

- Main clients are one Lebanese "Alpha Bank", Injaz Holding, Regent Park, the Ministry of Industry.
- Established and led the full-fledged advertising and communication agency. Supervised the communication and creative teams.
- Created all communication strategies, including brand positioning, brand architecture and developed advertising plans across all communication platforms.
- Launched clients campaigns and documented their success through professional statistics companies in a 6 months post-evaluation study:
 - *Raised the awareness and market shares of our client **The Bank** from 4.3% to 8.3%.*
 - ***The Bank** ranked 2nd in "Excellent" opinion rating, together with BLOM Bank, knowing that 1st rating was granted to Banque de l'Habitat.*
 - ***The Bank's** branded ad likeability was extremely positive with 68% of population who liked it.*
 - *The ad scored extremely well on attributes such as "very different from other ads" and "told something new about **The Bank**".*
- Increased visibility, awareness and brand likability for clients, conducted successful product/services launches, met client's targets and helped clients reach and exceed targeted figures.
- Composed, led and presented all clients' successful pitches and proposed 360 degrees communications solutions.
- Supervised and led all creative production of campaigns, controlled and insured top notch quality of the final product.
- Led client relationship management and coached agency and client's executives to align with communication strategies and thinking.
- Grew the agency's team and business.

➤ STRATEGIC PLANNING & MARKETING CONSULTING (...Present)

Prepared and presented the pitches (research, strategy, write-up, creative positioning platform) for diverse accounts including but not limited to:

- Regional Tourism Ministries, Lazurde (4th gold manufacturer in the world) in Riyadh, Lebanese Ministry of Economy (2015 Milan Exhibition), Saint George Hospital (Lebanon), Divan Hotel (Turkish 5 stars Hotels Complexes), Zwan, Plein Soleil (Canned Food Products), Lebanese banking industry, Capstone sal.

➤ ALBA (Académie Libanaise des Beaux Arts) & Al Kafaat University (Oct. 2011 – Feb. 2015)

Instructor for BA 3rd, Masters Student 4th and 5th year (Prepared and taught courses in):

- **Advertising Analysis**
Advertisement in the Consumer Society, Mass Communication (Theories, Typography), Advertising (Means of Communication), Social Methods of Advertising Analysis (Texts, Pictures, Videos), The Art of Creating a “Good” Message, From Brief to Sales (ATL/BTL, Media Planning, Ethical Issues (Gender, Race, Ability, Consumerism, Rituals and Taboos).
- **Media Strategy**
Brand contact, Media Categories, Media Objectives, Media Strategies, Media Mix, Evaluation, CDI & BDI
- **Strategic Planning**
Marketing Strategy, the Communication Brief, Targeting, Brand Positioning, Brand Communication, Brand Equity, Brand Strategy, Advertiser’s Objective and Consumer’s Response, Market Study, Situation Analysis, Competition Analysis, Marketing Objectives, Campaign Strategic Approach, Budgeting, Introduction to Integrated Marketing Communications (IMC).
- **Communication**
Introduction to Marketing Communications (IMC, IBP “Integrated Brand Promotion”), Advertising in Business and Society (Ad Evaluation, Ethical, Social and Regulatory Aspects), Consumer Behavior (Buyer Behavior, Purchase Decision, Segmentation and Positioning, Challenges and Barriers), Advertising Planning (Sales Objectives, Budgets, Role of the Agency), Message Strategy (Verbal and Visual Messages, Brand Strategy), Media Planning, Media Types (Regular Media, Social Media), PR and Corporate Advertising, CSR (Corporate Social Responsibility).
- **Students’ Master’s Thesis Mentor**

PUBLICIS-GRAPHICS BEIRUT

➤ HEAD OF CLIENT SERVICING AND STRATEGIC PLANNING (June 2008 – October 2011)

- ***Headed the servicing teams for worldwide aligned multinational and local accounts:***

Garnier (L’Oréal Group), Nestlé Waters, P&G (Crest, Oral-B), LG Electronics (Lebanon, Syria), Renault (Lebanon, Syria), ESA, Hana & Bavaria Luncheon meat (Syria), Syrian Osteoporosis Committee, TSC (the Sultan Center), TSC Private Label (Consumer Goods), Café Maatouk, Sohat Waters’ Amin Aour Products (Golden Pheasant, Amour Cheese, etc.)

- Creating yearly marketing plan based on the client’s business objectives
- Attending weekly meetings in high seasons and pre-product launches
- Building full integrated marketing communications plans, performing continuous application supervision
- Establishing year round strategic recommendation, positioning and strategic creative brand platform
- Organizing regular market visits, for competition BTL evaluation

- ***Prepared and presented strategic pitch propositions (5 out of 7 wins record) for:***

TSC, Café Maatouk, Hana & Bavaria Luncheon Meat, Ice Watch, Sinno Group (Klio, Horsehead Tea)

- Full strategic recommendation and proposition based on market study, qualitative and quantitative research, competition analysis, worldwide and regional industry trends, brand’s surrounding tensions, review of the rational, emotional and social platforms, reaching the strategic creative positioning and proposition.

- ***Produced the strategic brand reviews for:***

Renault (part of the Middle East team), LG Electronics (2010 brand review for Lebanon, Jordan, Irak and Syria)

- ***Actively contributed in the business development of the agency (products and portfolio)***

AMC (ADVERTISING AND MARKETING CONSULTANTS) LEBANON

➤ CREATIVE AND GENERAL MANAGER (August 2001 – September 2006)

- **Headed the agency's accounts portfolio & creative teams for international and local brands:**

Gant, Mazda Cars, Vero Moda, Jack & Jones, Exit, Fine, Mobil Petrol Stations, Abed Tahan and Sons (August 2001 – September 2006)

- **The Habtoor Hospitality account:**

Le Mall and Restaurants Complex (Launch & Yearly Activities), Metropolitan Palace Beirut, Habtoor Grand Hotel Convention Center and Spa, Elixir Spa, Habtoorland

- Creative concept and applications
- Marketing and media planning and application of the relevant advertising strategy
- PR events and coverage for individual happenings or group prospect directions

EDUCATION

- **ALBA (Académie Libanaise des Beaux-Arts)**
Under graduate studies (3 years) in Creative Advertising
- **COLLÈGE DES FRÈRES MARISTES (CHAMPVILLE)**
Lebanese Baccalaureate II in Experimental Sciences

TRAINING & WORKSHOPS

- "The P&G New Marketing Practices" (3 days training session with worldwide Marketing Director)
- "Guerilla Marketing" (3 days training session and workshop)
- Guerlain workshops (under the guidance of Perfume Creator Mr. Olivier Echaude Maison)
- La Prairie "Soins de Beauté" workshops

SKILLS (Expert Level)

- Strategic planning
- Interpersonal and presentation skills
- Pitch preparation (strategy, structure, literature)
- Microsoft Office, Corel Draw and Adobe Photoshop

LANGUAGES

- Fluent in Arabic, English and French (spoken/read/written)

INTERESTS

- Sports (tennis, basket-ball, chess)
- Music and movies
- Photography

REFERENCES

- **Mr. Naji Boulos** - Memac Ogilvy (Managing Director, IAA International President)
- **Mr. Walid Menassa** - Publicis (Regional Creative Director)
- **Mr. Alain Brenasse** - ALBA - Dean of the Advertising and Communication Faculty