

# Julie Younes

- D.E.S Advertising (MA)
- Marketing Management

- **OBJECTIVE:**

My objective is to occupy a position in a stable work environment with growth potential where I can have new challenges to execute for the organization I belong to.

- **PROFESSIONAL EXPERIENCE:**

**From 15 November 2016 until present: - Wooden Bakery Lebanon Head Office**

**Marketing Manager**

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Coordinating marketing campaigns with sales activities.
- Preparing the company's marketing budget.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity
- Preparing online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Working closely with design agencies and assisting with new product launches.

**From April 2011 until October 2015: - Assiyana Qatar:**

**Account Manager:**

- Managing a portfolio of accounts
- Building client relationship
- Generate new business
- Attending meetings with clients
- Identifying potential new clients and business opportunities
- Working with clients to identify their needs and work out how the company can best meet those requirements
- Looking after existing customers and creating new accounts
- Understanding and anticipating clients' existing and future needs in depth & communicating this within team & organization.
- Developing compelling solutions to client issues
- Calculating the cost and pricing new businesses/ tenders
- Negotiating prices and contracts.
- Linking between clients and operations department.

## **April 2007 until July 2010: - Spinneys Head Office:**

### **Marketing Specialist:**

- Coordinating and implementing marketing communication projects
- Monitoring calculating and improving the marketing budget and expenses
- Preparing the yearly budget of marketing department by event, cost, medias & suppliers
- Preparing the estimated budget of each event
- Development, production and delivery of projects from proposal right up to delivery.
- Delivering events on time, within budget.
- Setting, communicating and maintaining timelines and priorities on every project
- Site visiting and monitoring before and during the events.
- Communicating, maintaining and developing client relationships
- Managing supplier relationships
- Negotiating prices and ideas with medias and suppliers
- Developing media plans
- Managing and supervising advertising campaigns, flyers, magazines, newspapers, radio and TV spots
- Following up printing and distribution to the stores and medias
- Monitoring and supervising the implementation of the marketing campaigns
- Creating and proposing new ideas and events
- Creating marketing briefs and correcting layouts and concepts
- Managing and following up indoor and outdoor communication tools and advertising
- Managing and improving in-store and outdoor branding
- Managing the production department

### **Achievements at Spinneys:**

- Decreasing the expenses and increasing the numbers of campaigns with a higher visibility
- Decreasing the prices between 30% and 50% after negotiation
- Reaching the target of the marketing department
- Positive attitude
- Working under pressure
- Achieving successfully consecutive marketing and advertising campaigns
- Team work
- Excellent communication skills
- Linking between operation and marketing department

## **2005-2007: - LECICO:**

### **Advertising, Graphic design and Marketing executive:**

- Lecico's institutional, technical and products catalogs, quality and products pamphlets, press ads, unipoles, and calendars
- Exported products assembling guides (conception, execution and shooting)
- Annual calendar (conception, execution and shooting)
- Market studies (import-export, market share...)
- Media Planning and executing (contact and follow up with agencies, magazines, newspapers and printing press)

### **Achievements at Lecico:**

- Reducing the marketing budget by eliminating some additional costs
- Fast learning of new industry
- Linking between the factory, marketing department, sales department and architects or construction companies by designing and presenting the technical catalog.

## **2001-2005: MEA:**

### **Air hostess licensed by the Civil Lebanese aviation in:**

- Customer service
- Red Cross
- Psychology
- Aviation

### **Achievements at MEA:**

- Implementing a perfect customer service in business class
- Excellent communication skills
- Communicating with a smiley face especially under pressure
- Intake the customer's reaction.

## **2003-2004:**

- HORIZON FCB: Training for two months (Arope insurance business card and letterhead (conception and execution))
- AL BAYAN MAGAZINE: Training for one month (Learning the basics of printing)

- **COMPUTER LITERACY:** Photoshop, Illustrator, Windows, Word, Excel, Power point, outlook, Internet...

- **INTERESTS:** Traveling, music, photography.

- **LANGUAGES:**

**French:** Excellent

**English:** Very good

**Arabic:** Excellent

• **EDUCATION:**

- **2007:** Marketing management diplôme (chambre de commerce de Versailles et de Beyrouth )
- **1999-2005:** D.E.S (MA) in Advertising, University of the Holy Spirit of Kaslik (USEK) – Lebanon
- **1998:** Baccalaureate – Philosophy Serie Rosary School Jbeil – Lebanon.

**OTHER INFORMATION:**

- **Name in Full** : Julie Boutros Younes Abou Karam
- **Date of Birth** : 1<sup>st</sup> of July 1980
- **Gender** : Female
- **Nationality** : Lebanese
- **Marital Status** : Married
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