

JANINE HAJJ TOUMA

Jal el Dib, Al Kiyameh Street, Touma Bldg., 4th floor Mobile:
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Date of Birth: 22 July 1977
Nationality: Lebanese
Marital Status: Married

EMPLOYMENT EXPERIENCE:

November 2018 – Present: Metlife Insurance

Sales Agent

- Attend meetings, seminars and programs to learn about new products and services, learn new skills, and receive technical assistance in developing new accounts
- Call on policyholders to deliver and explain policy, to analyze insurance program and suggest additions or changes, or to change beneficiaries.
- Confer with clients to obtain and provide information when claims are made on a policy.

April 2013 - September 2017: International Fair and Promotions (IFP Group)

Media & PR Manager

- Develop communication strategies for all the shows
- Responsible for the media budget and handle all media bookings
- Influence the creative to develop original ideas that suit each media
- Present the communication plans to Project Managers and marketing teams in each station
- Create and strengthen local and international media relations
- Analyze media coverage – monitoring, building and maintaining relationships with both local and national media and follow up with members of the media to track and ensure show placement
- Develop and maintain a positive Public Relation coverage through all media
- Be an active member of the Sales and Marketing team to ensure consistency of marketing campaigns and messages
- Analyze and evaluate the effectiveness of each campaign and optimize the performance of the execution
- Increase awareness of each show campaign in targeted markets

July 2012 - March 2013 MMG Media (961 Directory)

Account Manager

- Contact all the advertising agencies with their clients to present the 961 directory
- Negotiate with clients and agencies about the details of their campaigns
- Meet with clients to discuss their advertising requirement and budget

April 2007 - November 2011 Media Associates Agency

Senior Media Planner

- Manage and coordinate all marketing, advertising activities
- Research the product or service to be advertised, the client's target audience and competitors across multiple markets in order to develop well-informed strategic plans for clients
- Understand the client's business and break the business objectives into specific goals
- Present the communication plans to internal teams and clients in a confident way while being able to deliver the message to different audience
- Liaise with clients about budgets, timescales, and objectives

- Establish and maintain cooperative and effective working relationships with co-workers, supervisors, clients and others retain a positive working environment and reflect the good image of the company
- Monitor competitor and customer activity through effective offline and online marketing intelligence tools

April 2004 - October 2006 Al Iktissad Wal Aamal Group

Senior Account Executive Al Iktissad & Al Hasnaa Magazines

- Contact the advertising agencies to discuss their client's portfolio
- Work with direct clients and build a strong relationship
- Be responsible of all kind of shooting in Al Hasnaa magazine

December 2003 - March 2004 Specom

Senior Account Executive for Mondanite magazine

- Deal with some advertising agencies
- Maintain ongoing contact with existing clients in order to uncover new opportunities and to ensure customer satisfaction

February 2002 till November 2003 Publi M

Account Manager for Outdoor network (unipoles) and Mondanite Magazine

- Deal with advertising agencies and direct clients to discuss their advertising campaigns
- Monitor competitive locations, performance, customer feedback and satisfaction

July 2001 till December 2001 La Regie Libanaise de Publicite (RLP)

Account Manager for Radio Fame FM

- Develop of retention daily correspondence, schedule and appointments
- Increase the revenue opportunity within each client's business portfolio

EDUCATION:

July 2000 - Notre Dame University (NDU)- Zouk Mosbeh- Lebanon

Bachelor of Arts in Advertising and Marketing with IAA Diploma in Marketing Communication

June 1995 - College des Soeurs du Rosaire- Jbeil - Lebanon

Bac II in Philosophy

LANGUAGES & COMPUTER SKILLS:

- Fluent in Arabic, English & French written and Spoken
- Excellent working knowledge of Microsoft Office (Word, Excel, Power Point), Visual Dolphin, Statex Program and Social Media