



Marwan Mrad

Management Consultant



Summary

Managerial professional with a strong business sense and nearly 10 years' of experience driving results through successful management and leadership. Intensive knowledge of designing and leading marketing promotions to increase revenue and customer base, improving efficiency and ease of use for customer satisfaction, and collaborating with Mobile Network Operators (MNOs) and service providers to cultivate productive working relationships.



Experience

01-2018 - present

Management Consultant

Majzoub & Partners CPAs

- Analyzing financial status, business flows, sales statistics and other relevant information for clients to help develop strategic programs in order to implement desired transformations.
- Assigned as an auditing inspector at the Lebanese Election Supervisory Organization for the Lebanese governmental elections, 2018.

04-2015 - 01-2018

Country Manager

Binbit International/Cellcast Group

- Broadcasted goals by collaborating with service providers and MNOs in the Middle East.
- Managed Web/Wap subscription services and various marketing channels in order to appeal to a large audience and acquire new subscribers.
- Oversaw daily financial management including the organisation and monitoring of revenue streams and new investment planning.
- Launched Binbit B2C and B2B services with several MNOs in the ME region that resulted in a substantial increase in subscriptions and revenue.
- Implemented marketing strategies for the running services that resulted in an average increase of 20% in subscriptions.

01-2012 - 04-2015

Managing Director

Smart I Offshore

- Led the SMS2TV and Vote2TV platforms at Al Saha TV channels.
- Coordinated with service providers and operators to achieve consistent service for clients .
- Oversaw financial health of the company, promotions, loyalty programs, and integration activities.
- Initiated commercial relationships with mobile operators to launch subscription and video on demand (VOD) services, which increased demand and subscription rates.
- Implemented TV mega-promo in KSA "Shaer al Ma'na" with a 40% increase in SMS and voting traffic.

09-2009 - 01-2012

Marketing Manager

Smart I Offshore

- Supervised content production to ensure consistency and adherence to



Personal Info

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Date of birth

06-09-1986

LinkedIn

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Skills

Strategic Planning



VAS



Management Consultancy



Financial Management



Product Management



Marketing Strategy



Team Management and Leadership



Decision Making



Software

Microsoft Office Suite



Adobe After Effects



Adobe Photoshop



Adobe Audition



- guidelines.
- Executed new subscription services in the ME region including educational, religious and entertainment topics, that resulted in a wide popularity and substantial results.
- Optimized service revenue through the implementation of effective marketing techniques and various VAS channels.



Education

- 11-2018 - present **ESA Business School/ESCP Europe, Executive MBA**
Executive Masters in Business Administration (EMBA)
- 08-2005 - 02-2009 **American University of Beirut, Bachelor of Science**
BS in Petroleum Studies



Professional and Community Involvement

- 2012 - present **Min Albi Charity Organization**
Active Member



Personal Development and Seminars

- Decision #140 "Amending The Lebanese Chart of Accounts" VAT New Accounts, Theory, Implementation Techniques, and Challenges
- Tax on Salaries & National Social Security Fund
- LLC Companies, Rules and Regulations
- End of Year Closing Process
- Offshore & Holding Companies: Rules, Regulation and Benefits



Languages

- Arabic

Native
- English

Expert - Full knowledge
- Italian

Very good knowledge
- French

Basic Knowledge