

RYAN AOUN

CONTACT

Home Address
Mtayleb, Lebanon

Nationality
French / Lebanese

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EDUCATION

American University of Beirut
(2014-2016)

Bachelor
Business Administration with a concentration in Marketing

Relevant Coursework
Economics I & II/ Calculus I & II/ Strategic Management
Managerial Economics/ Financial Accounting

Activities
Event planner of AUB outdoors and AUB rally paper (2016)
AUB music club (2014-2015)

Lycée Français du Caire
(2001-2012)

Diplomas
French Baccalaureate in Social Sciences and Economics
with Distinction

SKILLS

Trilingual
Fluent in French, English and Arabic/ Conversational
Spanish

BMC Certificate
Bloomberg Market Concepts (July 2016)

Microsoft Office (Word, Excel, PowerPoint), Google ads
IT and Internet Certificate (C2i)

Worked with Second St, Nour Hage designs, Raghunter
Studios (2014-Present)

My hobbies include learning music and boxing

Football player and team captain at Guezira football club
(Cairo 2007-2012)

EXPERIENCE

Publicis Levant (Beirut, Lebanon)

Junior Communication Executive (March 2017-February 2018)

Communication Executive (March 2018-Present)

Currently handling the accounts SGBL, Zaatar W Zeit (Lebanese, UAE, Saudi, Kuwaiti and Qatari markets) and Deek Duke. Previously worked on Fransabank, GMC (UAE market), P&G (Oral Care & Vicks), Waterfront City and Sanofi Aventis

Maintain strategic and executional consistency in positioning client's brands

Developed full-fledged campaigns based on deep market research and analysis, consumer behavior and strategic planning

Launched record-breaking new items (Boomburger and The Green Wrap) for Zaatar W Zeit through integrated communication strategies, becoming one of the number one consumed food brands in the country

Maintaining a number one position for the Zaatar W Zeit ordering app through the use of creative digital tactics, reaching and converting a maximum amount of people

Working with the account manager to brief media and creative teams and assisting with the formulation of marketing strategies

Coordinated the development and execution of a corporate TV commercial for Fransabank

Handling budgets, managing campaign costs and invoicing clients

Kestrel Investment Partners LLP (London, UK)

Summer Intern (June-August 2016)

Conducted comprehensive analysis of companies including extracting key data from financial reports, CIMs and relevant news that was subsequently integrated into the investment strategy

Attended management presentations for multiple potential positions

Creation of a DDQ (due diligence questionnaire)

Memac Ogilvy (Cairo, Egypt)

Intern (February-June 2013)

Assisted in the development, implementation and analysis of marketing programs, from concept to final product

Assisted in designing advertising programs including liaison with advertising agencies and monitoring of all the stages of the campaign development