



Tania Khoury

Marketing Manager

Contact

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Lebanon

About Me

Seasoned marketing professional with 7 years of diverse marketing expertise in online and offline marketing, strategic planning, creative development, event planning, and PR. With a unique skillset to analyse marketing scenarios and consumer trends.

Experience

Account Manager for Microsoft

VML

2022 - Present

Market Expansion: Led expansion into emerging markets, identifying opportunities and developing strategies to capture market share.

Campaign Management: Executed successful marketing campaigns and product launches for Microsoft Copilot and Surface.

Account Management: Managed key accounts, including Amazon and SDG in the UAE.

Strategic Planning: Developed and implemented account plans to achieve sales targets and business objectives.

Cross-functional Collaboration: Worked closely with internal teams to ensure strategic alignment and execution.

Performance Analysis: Monitored and analyzed market trends, sales performance, and customer feedback to improve strategies.

Budget Management: Oversaw budgets for marketing campaigns and account activities.

Event Coordination: Planned and executed events, and promotional activities to enhance brand visibility

Marketing consultant

Telefonika - Fairway - Rafimex - Ghana

2022-2024

Strategic Advisory: Provided expert guidance on marketing strategies to enhance business growth and align with organizational objectives.

Process Optimization: Evaluated and refined existing marketing processes, identifying areas for improvement and implementing best practices.

Campaign Analysis: Reviewed and optimized ongoing campaigns, offering actionable recommendations to improve ROI and engagement.

Brand Consultancy: Strengthened brand positioning by advising on cohesive branding strategies and targeted initiatives.

Group Marketing Manager

Telefonika - Fairway - Rafimex - Ghana

2022-2022

Strategic Planning: Developed and executed integrated marketing strategies ensuring alignment with overall business objectives.

Department Creation: Established a new marketing department, including hiring and managing a talented team of marketing professionals.

Campaign Management: Led the creation and implementation of marketing campaigns, leveraging both traditional and digital channels to maximize reach and engagement, providing regular reports and insights to senior management.

Brand Management: Strengthened brand positioning and awareness through targeted branding initiatives and consistent messaging.

Budget Management: Oversaw marketing budgets, ensuring efficient allocation of resources and maximizing ROI.

Regional Marketing Executive

Medica Group

2018 - 2022

Campaign Coordination: Coordinated with marketing agencies to enhance campaign performance.

Proposal Development: Prepared proposals and marketing strategies.

Event Planning: Planned exhibitions for the Levant area.

Social Media and Competition Analysis: Analyzed social media trends and competitive landscape.

Content Creation: Developed engaging content for various platforms.



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Skills

- Budget Management & Resource Allocation
- Marketing Performance Metrics
- Brand Development & Positioning
- Market Research & Analysis
- Strategic Marketing Planning
- Integrated Marketing Campaigns
- Client Management
- B2B2C Growth Marketing

Education

- Executive Masters in Marketing and Communication
ESCP Paris - ESA Business School 2024 - Present
- Digital Marketing Professional
IDM - Morgan International 2021
- Bachelor In Journalism
Lebanese University 2012 - 2016

Recognition

- Microsoft Excellence Award
VML - Microsoft 2024