

JOAN AZAR

Date of Birth: April 22nd, 1990 - Nationality: Lebanese – Canadian - Marital Status: Single
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EDUCATION BACKGROUND:

1994 - 2008: **Baccalaureate II**, College Notre Dame de Nazareth.

2008 - 2011: **Bachelor in Business Marketing**, Lebanese American University

PROFESSIONAL EXPERIENCE:

- Aug 2018 – Present: **Lights & More Lebanon**: Marketing Manager:
 - Developing the yearly business plan and marketing strategy
 - Identifying new business opportunities
 - Developing an online presence to the brand including website, social platforms and SEO
- May 2015 – Jul 2018: **OMD UAE**: Manager – Planning on Apple, Azadea (F&A and F&B), UB, Hilton, Luxottica, Heinz, Hasbro, Barilla, and Noor Bank accounts:
 - Managing and supervising a team of (4) media planning executives
 - Maintaining on-going communication with client leads to identify pain points and offer solutions
 - Obtaining and studying information about clients' products, brand details, marketing goals, marketing research, budget, KPIs, problems and business practices to offer effective plans
 - Identifying target audiences and analyzing their characteristics, online behavior and media habits using digital media tools
 - Planning the budget allocation for the year, month or campaigns & recommending the optimum use of budget
 - Working on yearly strategies for both offline and online and coordinating regional strategies with OMD Egypt, Lebanon, Kuwait and global strategies with OMD UK and Italy
 - Preparing business presentations for clients' Senior Management
 - Working on pitch presentations
- May 2014 – May 2015: **OMD UAE**: Senior Executive – Planning on du, Azadea, UB and DP accounts:
 - Planning and optimizing all clients' presence on TV, radio, outdoor, print and digital through strong expertise in both offline and online platforms
 - Handling reports such as spending, competitive, brand KPIs and global reports
 - Ensuring the implementation and executions of offline and digital media plans
 - Providing innovative media solutions aligning with media strategies
- May 2012 – May 2014: **OMD UAE**: Executive – Planning on the du account (Telecom):
 - Developing and executing offline media plans (Outdoor, print, radio)
 - Ensuring all deliverables exceed client expectations and delivered on time and within allocated budget
 - Working on financial reports and monthly budget tracker
 - Monitoring daily and monthly competitor's activities

LANGUAGES:

- Fluent in spoken and written Arabic, French and English

SKILLS & ABILITIES:

- Computer skills: Word, Excel, Power point
- Flexible - Willing to try new things and interested in improving efficiency on assigned tasks

HOBBIES:

- Music, Basketball, Skiing, Travelling.