Ahmad El Daouk

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Summary & Critical Skills

- **Brand Strategist** with a strong understanding of the importance of brand equity development, brand DNA & identity, brand territory definition and development.
- **Human Resource Management professional** with experience in employer branding, talent acquisition and management.
- **Business acumen knowledge** across several industries (banking and retail), comprising the following skills: brand and marketing strategy, business research methods, corporate financial analysis, strategic HRM and communication/PR strategy.
- **Content creator and communicator** across visual and written media in English, Arabic, French and basic level in Italian.
- **Tech-savvy** and AdWords certified, proficient with Microsoft Office, Windows and Mac OS, SPSS, and basic skills in Photoshop.

Professional Experience

Talent Acquisition Assistant – **L'Oréal Middle East,** Dubai, U.A.E   Jan 2018 – Jul 2018
- 360 Management of the Graduate program – which showed a growth of 6% comparable to the previous year. The Graduate Program is focused on advertising, sourcing, recruiting, assessment centers, EVP, and partner to the business.
- Brainstorming and planning of L'Oréal employer branding activities on university campuses to increase the L'Oréal brand desirability. This year was the first to witness interactive up-to-date ideas which instead of selling the Graduate Program would engage the candidates to want to become part of the Graduate Program.
- Achieving an increase in female digital marketers thus having the brand resonate better with the GCC female audience. The ratio changed from 1:3 to 2:3 females to males in that function.
- Social media platforms management and content creation for L'Oréal Middle East Talent (Instagram, Facebook) showing an increase of 2% followers organically due to content uplift.
- Leading on Brandstorm 2018, the innovation competition and ensuring talent is spotted for intern scheme and entry-level recruitment, launched across 17 universities in the GCC region. This year witnessed an increase of 21% in participating universities, and a growth of 62% in terms of student registers.

Project Consultant & Student Mentor – **Mam-e Publishing,** Milan, Italy   Jan 2017 – Apr 2017

- The Encyclopedia of Fashion is a digital editorial project by MAMe Publishing aimed at Domus Academy students with an inclination towards fashion marketing research, creative and editorial writing and content creation.
- As a project consultant, my role involved mentoring and coaching students who were handling two brands in the Encyclopedia of Fashion: Damiani, and Tod's.
- Handled the editorial content creation (visual and written) for the Antonio Marras brand.

Brand Strategist, Intern – **MAGIS S.p.a,** Milan, Italy   Oct 2016 – Dec 2016
- Developed a brand strategy and communication plan to increase brand awareness and uplift its visibility in Milan.
- Proposals entailed event campaigns, brand collaborations, product customization and extension.

Trainee, Talent Management & Training – **Bankmed s.a.r.l,** Beirut, Lebanon   Apr 2015 – Dec 2015
- Administered the SHL talent measurement tests system to detect talents and high potentials; select right candidates for job openings and provide insights for development.
- Led on the High Flyers Program (in partnership with PwC): The "High Flyers®" Program is a leadership management development program that targets competent and high performing Section Heads / Senior Officers and aims at engaging them to accelerate their development. After evaluating 30 candidates using the SHL HIPO assessment tool, findings were validated and career-training paths were devised.
- Prepared and delivered in-house training sessions on soft skills to staff, enhancing their people, personal and business skills.

- Assisted in the development of the 2015 Retail Management Development Program
- Talent Acquisition - Participated in career fairs at several universities and screened potential candidates for the 2015 Retail Internship program.

Education

Masters in Luxury Brand Management *with Distinction (110/110)*   2016 – 2017
Domus Academy, Milan, Italy
Representative Courses: Fashion & Luxury Marketing & Management, Integrated Communication Strategy, Fashion Buying

Masters in Human Resource Management & Organisational Analysis   2013 – 2014
King's College London, London, United Kingdom
Representative Courses: Strategic HRM, The Analysis and Management of Organisations, The Business and Financial Context of Management

Bachelor of Arts in Psychology, Emphasis on Business courses *with Distinction (3.64/4)*   2009 – 2013
Lebanese American University, Beirut, Lebanon
Representative Courses: Financial Accounting, Consumer Behavior, Business Research Methods

Special Projects & Certifications

Academy for Ads   2018
Google Ads Fundamentals

Camera Buyer Moda Italiana x Domus Academy – Project Member   2016
Multi-brand concept store proposal in the Middle East & buying strategy development

L'Officiel Italia Magazine x Domus Academy – Project Member   2016
Brand development proposals leveraging the omni-channel to serve a wider marketing function

SeeMe Jewelry x Domus Academy – Project Member   2016
Developing a Digital PR and Media Relations Strategy to create awareness and boost sales across Europe

Krizia Fashion Brand x Domus Academy – Project Member   2016
Strategic Brand Relaunch Proposal in Paris

The Art and Science of Buying and Merchandising Certificate – The Business of Fashion   2016

Public Speaking and Presentation Skills Certificate – Tamayyaz & UNDP Lebanon   2015

Additional Activities

Maximiliian Linz Press & Public Relations   2016
Milan, Italy
Milan Fashion Week Press Office Assistant at Cristiano Burani and Atsushi Nakashima Fashion Shows

International College Community Service Program   2006 – 2009
Beirut, Lebanon
Translated novels into brail language for visually impaired children and conducted interactive simulation programs for children with hearing and sight impairments

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