

ELIE ABI AKAR

elieabiakar@gmail.com

+961 71 26 37 49

Beirut, Lebanon



WORK EXPERIENCE

April 2018 - March 2019: Account Manager

January 2016 - April 2018: Sr. Account Executive

December 2014 - January 2016: Account Executive

J. Walter Thompson Dubai, UAE

- Liaising with, and acting as the link between, the client and internal agency delegates by maintaining regular contact with both and ensuring that communication is effective.
- Meeting and liaising with clients to discuss/identify their marketing and advertising requirements in addition to the status of their current on-going projects.
- Managing, reviewing progress and delivering the client's advertising projects according to set timeline.
- Coordinating and delegating jobs internally as well as managing timelines and budgets.
- Presenting creative work to client for approval or modification.
- Handling budgets, managing campaign costs and invoicing.
- Briefing media, creative and research staff, and assisting with the formulation of marketing strategies.
- Project managing and executing events
- Monitoring the effectiveness of campaigns.
- Training new Interns & Account Executives.
- Undertaking administrative tasks.

Client portfolio:



April 2013 - September 2014

Marketing Assistant

Zero Waste Act, Beirut, Lebanon

Contacting media and sponsors; Designing posters and flyers; Handling Social Media and corporate website; Communicating with program members; Meeting with and presenting the program for prospect members; Planning and executing events; Attending and participating in exhibitions; Telemarketing; Scheduling and Data entry.

February 2010 – February 2013

Sales Associate

ABC Dept. Stores, Beirut, Lebanon

Carrying out daily transactions at POS systems; Attending to customer requests and needs; Receiving and transferring products; Participating in annual stock takes; "Champion Role": Training all new employees and making sure they are fully qualified and equipped to attend to customers.

EDUCATION

2008 - 2013

American University of Science and Technology

Beirut, Lebanon: Bachelor of Science in Marketing and Advertising (GPA: 3.83/4)

1994 - 2008

Lebanon Evangelical School for Boys and Girls

Loueizeh, Lebanon: Bachelor degree in Life Science

SKILLS

- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Adobe Photoshop and Illustrator (Basic Knowledge)
- SEO (Basic Knowledge)

Languages:

Fluent in Arabic and English. Basic French skills.

Trainings:

- Presenting with Confidence (J. Walter Thompson)
- Customer Service; Selling Techniques and Approach; Teamwork; Shoplifting & Tax Free Shopping (ABC Department Stores)

ACHIEVEMENTS

- Certificate of Excellence for Highest GPA in the Department of Marketing and Advertising for 2010/2011
- Certificate of Proficiency in English from the University of Michigan

INTERESTS

Music, Movies, Camping and Swimming

PERSONAL INFO

Elie Abi Akar, 03 March 1990

Work Visa in Dubai, Single
Lebanese