

Nassim Saab

Marketing Professional

Date of Birth: 12/08/1974
Place of Birth: Choueifat, Lebanon
Address: Harat Al Omara,
Nationality: Lebanese
Marital Status: Single
Mobile Number: 961 3 492662
Email: nassim.saab.besiders@gmail.com

SKILLS

- Marketing
- Online Marketing
- Search Engine Optimization (SEO)
- Plan and execute web, SEO, E-mail, social media and display ad. campaigns
- Developing digital marketing strategies
- Designing marketing campaigns
- Project management
- Handling social networking channels
- Generating leads
- Analytics Skills
- Graphic & Web Design
- Blogging
- 2D Animation
- Presentations for Seminars / Trade Shows
- Branding
- Reputation Management
- Website Monetization

SOFTWARES

- Office Automation:
Microsoft Word, Excel, and PowerPoint.
- Other Computer Skills:
Adobe Flash, Dreamweaver, Illustrator, Photoshop, Premiere Pro. Raven Tools for Reporting, Google Analytics, Webmaster Tools, Screaming Frog,

EDUCATION

Business Administration BA Degree at Fredrick Taylor University 1997- 1999
Graphic Design / Advertising Diploma at LAU (Lebanese American University, Beirut) 1993 -1997

International School of Choueifat.
Choueifat – Lebanon 1992

LANGUAGES

Arabic: Native language
English: Fluent (speaking, reading and writing)
French: basic (reading and writing)

Professional Experience

INFOPRO (AUG 2018 - present)

A publishing house providing information-based quality content for its clients. The company is the publisher of Lebanon Opportunities, the leading business magazine in Lebanon, as well as other magazines and business handbooks. It has also established the market research services.

Marketing Manager

Managed a team of 2 marketing specialists:

Organized several events such as the “Business Opportunities in Lebanon” conference and the launch event of the new fine arts magazine “Gallery”.

- Produced the company's corporate profile video.
- Handled the company's marketing strategy

BESIDERS s.a.r.l (2009 - 2018)

A digital agency based in Beirut, Lebanon, established in 2002 and specializes in marketing strategies for clients across a variety of industries.

Marketing Director

Managed a team of 4 online marketers for the following responsibilities:

- Developed and delivered marketing and communications strategies for the organization as well as its clients.
- Recruited a team of 4 persons to establish a marketing department.
- Website Online Exposure using multiple online marketing techniques.
- Worked closely with the Social Media coordinators and managed social media presence and programs to improve our clients' social media reputation and recognition.
- Directed traffic growth strategies and executed both on page and off page SEO strategies
- Monitoring and analyzing Web traffic and providing monthly reports on conversion and campaign effectiveness.
- Maintained up-to-date, detailed competitor and market analysis.
- Monthly evaluation reports including customer behavior, web analytics and rankings

BESIDERS s.a.r.l (2007- 2009)

Creative Director

Managed a team of 3 developers and 2 designers:

- Worked closely with website designers, copywriters and developers to create eye catching artwork and search engine friendly websites and was responsible of improving quality results by studying, evaluating, and re-designing processes; recommending changes to art, copywriting, and production departments.
- Website graphic content, text, infographics, short videos and press releases
- Participated in creating Mobile App content and designs
- Prepared animation and Web illustrations for multiple web usage
- Exhibition booth designs, Logo Designs, Brochure Designs, Business card CDs

CASE STUDIES

SPINNEYS (2-year client)

As a marketing director, was in charge of developing an online marketing strategy to enhance the stores' exposure online. Spinneys with all its 11 stores is now ranked on top of Search Engines. The work also included reputation management and we succeeded to enhance its standing in the market. This had a major effect on improving the online sales of the brand after the Spinneys Delivery website was launched.

BLOM BANK (2-year client)

The bank had a need to promote its BlomRetail loan services such as the Sayarati Car Loan, the Kardi Personal Loan, the Housing Loan, the Business loans, etc. Was in charge of developing a marketing strategy to raise awareness about these services. That included consultation for a SEO friendly website with a thorough study of customer behavior and evaluation. The work also focused on targeting multiple age groups, interests and backgrounds. The result was an increase in brand awareness.

CITIES STORES DUBAI - KSA (2-year client)

A leading store for furniture and home accessories located in DUBAI and KSA. In order to increase its sales, I lead a specialized team of 4 persons on an online marketing strategy along with technical enhancement on the store's website to enhance the stores sales performance. Today the store can be satisfactorily found for most of the furniture related product searches on the internet.

GATA EVENTS (3-years client)

A fashion designer event organizer had a need of a brand awareness campaign in order to find sponsors to fund its events across Lebanon. The campaign comprised of promoting and introducing GATA events to the fashion industry. As a result, the organizer was able to create events such as "Christmas Village in Beirut Souks, Christmas Village in Sursock (Villa Linda Sursock) , Zaarour Lake, ABC Achrafieh, Zeitunay Bay, Dbayeh and more.

WILD DISCOVERY Travel Agency (5-year client)

With the competition rising , the travel agency had a need to promote their travel packages and therefore enhance their sales. Lead a team of 2 designers and 2 developers to create a new website which included an online marketing strategy to help the company connect with its customers in order to boost the company's sales. The work also included search engine optimization to increase the website rankings on Google. Today Wild Discovery's sales is considered one of the leading travel agencies in Lebanon.

LEBANON VOYAGER (2003 - 2007)

Promoting activities and services offered by businesses and organizations in Lebanon.

Creative Director:

Worked as a project manager for developing the friendly directory from A to Z. A homepage which works as a friendly, easy directory dedicated to "lazy" users or the internet unsavvy contrary to the rather boring directories found out there on the internet. The idea was promoted as a daily homepage for all the Lebanese since it included most, if not all, of what they usually look for on the internet on a daily basis.

The page received more than 10,000 visitors on the first month of its launch this helped monetize it. Up to this day the website is self-funded with the numerous banner ads plastered across its pages.

The below factors also resulted in having the website ranked on the first pages of search engines with over a 100 of main keywords with the largest number of searches:

SEO Campaign:

- Onsite:

Search Engine optimization with the right keywords and a well-studied navigation strategy for users to stay as much time as possible on the site.

- Offsite:

- Monthly Article writing and Submission
- Press Release Submission
- Link Building Strategies
- Blogging

DAR SAAB - Lebanese book production house (1998 - 2002)

A family business book production company.

- serving a range of customers
- maintaining up-to-date knowledge of current titles and changes in the market;
- undertaking general duties, such as unpacking and stock replenishment.

SOCIAL WORK

- Nahwa Al- Muwatinya (2006- 2011)

Volunteered in education, awareness and dialogue projects as well as fund raising events:

- Numbers Have Faces (project manager of a humanitarian project)
- Naam Lil Hiwar Dialogue Project (Participated in organizing and promoting weekly dialogue events on Various Topics)
- Fund Raising Events (Organization , Design and Online Promotion)

- Lawwena Akhdar (2011- present)

Worked on multiple projects with the aim to beautify cities.

- Planting project: the project was implemented with the help of other NGOs and municipalities to plant 250 trees on the main road.
- Lawwen Balconak (with flowers): A project with \$1000 worth of prizes for the best looking balcony. The project helped us raise awareness on the importance of beautifying our homes so that each one of us contributes to a better city. The competition was mostly promoted on facebook. Winner received over 1000 Likes for her balcony.

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