

# Elie K. Zoghbi

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## Education

- 2009-2013** Notre Dame University Louaize, Zouk Mosbeh -Master of Business Administration in Marketing and Management
- 2003-2007** Notre Dame University Louaize, Zouk Mosbeh -Bachelor of Arts in Business Marketing

## Work experience and trainings

**Aug'17  
Feb'19** **Assistant Private Sector Partnership Officer - MENA Digital Marketing Department at UNHCR**

- Develop a fundraising strategy and marketing/communication plans to increase income across a range of funding streams, with a focus on MENA supporters.
- Produce annual and long-term income and expenditure budgets and monitor results.
- Manage, train and coach the donor development & telemarketing team consisting of 5 people to achieve the needed targets and ensure sustained regular giving.
- Develop and assist in managing online marketing campaigns to drive relevant traffic to our fundraising pages.
- Analyze campaign's results for a higher ROI accomplishment.
- Coordinate the launch of creative digital materials with the copywriters and designers.
- Assist in the development of digital PR & External relations engaging campaigns to broaden our audience of supporters.
- Extend market reach through development of integrated social media marketing campaigns.
- Make sure all digital content is updated & impactful to donors
- Plan and deliver targeted email marketing, SMS and direct mailing campaigns and track its metrics (delivery, open, click-through rates).
- Ensure the database is segmented effectively for targeted marketing activities by using the proper systems (Google analytics, CRM, payment gateways, e-mail platforms etc.).
- Develop relationships and contracts with external suppliers and media agencies.
- Develop customized surveys to the different segments of donors in the purpose of better understanding their behavior, satisfaction and interests. And suggest way forward for future communication and revise planning accordingly.

**May'13  
July'17** **Operational Marketing Manager at Holcim Liban**

- Lead the marketing planning process for Lebanon and Cyprus to create marketing strategies in line with company objectives.
- Set and control the financial marketing budget.
- Conduct competitive analysis by highlighting opportunities and trends to a higher ROI.
- Develop marketing team to successfully implement programs and deliver on the needed objectives.
- Direct cross functional team to ensure the successful execution of marketing campaigns and events.
- Responsible of Customer Experience Management (Operational Net Promoter Score), Brand Management (brand plans, strategies, packaging, promotions, execution and monitoring KPI's), Price & Margin Management (pricing strategies & policies to maximize profits, increase market share and minimize costs) and Sales Excellence (sales strategies, customer prioritization, growth potential, resource allocation, sales force assessment and efficiency).

- Handle all Trade Marketing activities (POSM, promotions and any other in-store activity).
- Network with a big range of stakeholders (customers, colleagues and suppliers), using SAP to create requisitions and orders.

<b>July'13 Oct'15</b>	<b>Assigned as an Ambassador of Customer Excellence in the sales region (Qatar, Abu Dhabi, Lebanon and Cyprus) at Holcim Liban in addition to being an Operational Marketing Manager.</b>
<b>May'11 May'13</b>	<b>Assistant Commercial Director at Holcim Liban</b> <ul style="list-style-type: none"> <li>• Establish a complete database for the market (sales and distribution indicators, market share, market growth and forecasts).</li> <li>• Conduct annual and quarterly reports for the Swiss management.</li> <li>• Monitor all the department safety engagement.</li> <li>• In charge of all the market satisfaction survey and the controlling of ISO procedures.</li> <li>• Project Manager of the new CRM implementation.</li> <li>• Contribute in the company's yearly business plan.</li> </ul>
<b>Aug '09 March'11</b>	<b>Bank Teller at SGBL (Societe Generale de Banque au Liban)</b> <ul style="list-style-type: none"> <li>• Process deposits, withdrawals and other banking transactions for a high volume of customers.</li> <li>• Answer inquiries regarding checking and savings accounts and other bank related products.</li> <li>• Explain, advice, promote and sell the bank's different products and services to customers.</li> </ul>
<b>Jan '09 July '09</b>	<b>Account Executive at Promo I, Adlieh, Lebanon</b> <ul style="list-style-type: none"> <li>• Manage the entire sales cycle from finding a client to securing a deal.</li> <li>• Unearth new sales opportunities through networking and turned them into long term partnership.</li> <li>• Provide after-sales support for around 80 active customers to enhance their dedication and satisfaction.</li> </ul>
<b>Sep '07 Aug '08</b>	<b>Local Sales Representative at Romance - Khalil Fattal et fils, Sin El Fil, Lebanon</b> <ul style="list-style-type: none"> <li>• Outdoor sales of several Procter &amp; Gamble perfume brands across all Lebanese territory.</li> <li>• Propose appropriate brands, packages and promotion gondolas to increase brand awareness and sales volumes.</li> <li>• Report monthly sales performance and monitor competitor's activity.</li> </ul>
<b>Apr '06 Dec '12</b>	<b>Freelancer Guitarist</b> Teaching guitar and performing in different pubs and hotels as a freelance.

### **Trainings and Certificates**

- Fundamentals of Value Chain Management – LIBNOR (Lebanese Standards Institution) – (April 2017)
- “Séminaire de Management Régional” in Lyon, France with EML (Ecole de management de Lyon) – CRM management certificate (Mar'13)
- Internal Audit training based on ISO 19011 – Afnor groupe (Feb'13)
- Training for Interviewing skills – Ideas Group (Feb'12)
- The Big Kahuna Program (sales training) – Wydner Coaches (Jan'12)

### **Language proficiency**

Arabic, English and French: Fluently read, written and spoken

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**Computer literacy**

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Microsoft Word, Excel, PowerPoint, Visio, SAP, CARE, Salesforce, Qlikview, ExactTarget, SPSS statistical analysis, Google Analytics, Facebook Ads.

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**References**

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Available upon request

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