

MOUSSA M. EL-KHOURY
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Up to date with the latest Marcomm techniques, devoted to making a brand a success in the market, always searching for its core to make it a challenger among its target audience. Vast experience at local and multinational level, managed to gather reliable data that can serve to efficiently implement short, mid and long-term action communication plans that will make solid impact in the market. Team leader who sets motivating yet realistic visions and offers fresh insights keeping strategy and development moving forward, applying efficient approaches for real business as well as guiding colleagues towards achieving the best results. Great listener and alert observer; translating market insights into reliable opportunities. Most fulfilled when carrying out projects to exceed expectations.

SKILLS

- Computer literacy: PC, Mac - Word, Excel, PowerPoint (basic knowledge of Photoshop and Illustrator)
- Good listener
- Speak confidently in public
- Negotiate effectively
- Motivate others
- Delegate tasks effectively
- Provide well thought out solutions
- Strong planning skills
- Accurately forecast outcomes
- Identify problems & develop solutions

WORK EXPERIENCE

2005 – Present Senior Account Director – Links Communication, Jeddah, Saudi Arabia – Beirut, Lebanon

Working as a consultant, in charge of:

⇒ Handling major accounts (Al Rabie Saudi Foods Co. Suzuki Saudia, Kenwood, Babyliiss, Electro, Halwani Bros...)

Responsibilities:

- ⇒ Building brand ID for new SKUs in the market, from choosing the name to passing by different aspects of packaging, linear distribution, logistics, up to seeing the product on the shelves.
- ⇒ Making sure that the implemented communication plan is professionally set and executed within the fixed deadlines.
- ⇒ Smoothly integrating and implementing the digital strategies in clients' plans.
- ⇒ Redesigning the complete marketing process with particular focus on the product portfolio in order to achieve tangible results that sell.
- ⇒ Reporting directly to the CEO and leading a team of executives towards achieving the communication objectives.

Achievements:

- ⇒ Introduced an innovative ready to eat product (Awal Qatfa) with a healthy Tetra Rekart packaging for the first time in the Middle East in cooperation with Tetra Pak.
- ⇒ Enlarged the client's portfolio with newly introduced line of grape juices mixed with different flavors (Enaby).
- ⇒ Managed to reposition Suzuki as a main competitor in the tough Saudi automotive market Thanks to efficient and smart communication plans.

2000 – 2005 Media Representative – Press Media, Beirut, Lebanon

Responsibilities:

- ⇒ Selling advertising newspaper spaces and supplements for the number one newspaper in Lebanon: Al-Nahar.
- ⇒ Following up with potential clients on a daily basis to entice them to advertise in the newspaper.
- ⇒ Making sure the monthly, quarterly and annual targets are met.
- ⇒ Cooperating with designers to finalize the position and designs of the ads.

Achievements:

- ⇒ Met top notch people in various fields of the Lebanese industry (food specialists, fashion designers, megastores managers...)
- ⇒ Acquired stress managing abilities from achieving the defined targets in due deadlines.

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1998 – 2000 Marketing Supervisor – Al Othman Group, Al Hofuf, Saudi Arabia

Responsibilities:

- ⇒ Assisting the marketing manager in properly implementing the annual marketing plan.
- ⇒ Working on marketing activities and implementation for all brands in various categories.
- ⇒ Reporting to the brand manager and the DGM.
- ⇒ Managing a team of 16 merchandisers

ADDITIONAL TRAINING & ACHIEVEMENTS

- Feb. 1997 Part-time sports reporter for Annahar newspaper. Covering various sports activities and interviewing sports champions. My passion for sport combined with its marketing aspect was a key element in driving me to share sports articles with the readers through the number one newspaper in Lebanon.
- Oct. 2000 Media committee member of the Asian football Cup held in Lebanon by the Asian football federation. The worldwide event was the country's pride and attracted all the media during that glorious period where Lebanon proved to be capable of hosting major sports events.
- April 2005 Course related to focus group coaching in the purpose of better knowing market insights for a newly launched product (Awal Qatfa). Launching a new brand in the market requires a lot of listening and various opinions. Focus groups are a major factor for determining the consumers' direction
- March 2009 Selected as team coach for organizing a client's visit (Suzuki Saudia) to Suzuki Maruti, India. The experience of leading a team to visit a car company that produces a car every 90 seconds opened my eyes to become keen on knowing about the latest trends of the automotive industry.
- May 2015 Course related to the basics of social media marketing (Alison courses, in cooperation with Google) in order to stay up-to-date with the latest social media trends.

EDUCATION

- 1996 Saint-Joseph University, Beirut, **MA-Advertising and Marketing**
1994 Saint-Joseph University, Beirut, **BA-Advertising and Marketing**
1992 College des frères, Mont La Salle, Ain Saadeh, Lebanon, **Official Lebanese Baccalaureate**

LANGUAGES

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|---------|--------------------------------------|
| French | Fluent |
| English | Fluent |
| Arabic | Fluent |
| Spanish | Fair (read fairly but spoken poorly) |

HOBBIES

- Sports reporting
- Amateur squash player and trainer
- Swimming
- Jogging
- Soccer.

REFERENCES

References available upon request