

# Ibrahim H. Younes

[ibrahim.younes\\_87@hotmail.com](mailto:ibrahim.younes_87@hotmail.com)

## PERSONAL INFO

- **DOB** : 8<sup>th</sup> Dec. 1987
- **Gender** : Male
- **Nationality** : Lebanese
- **Residence** : Beirut - Lebanon
- **Mobile** : +961 769 75 769
- **Marital Status** : Single



## OVERVIEW

Over my career years on marketing experience, my focus as a marketing planner was through resilient involvement by helping corporations to design a path to growth and achieve sustainable profitability among competition and constant change. Having the leadership skills with a strong rational, emotional and spiritual intelligence along with a willingness and desire to continuously learn about new techniques to acquire new knowledge with a great desire of innovation and new ways to achieve targets and develop new markets. The level I'm on today makes me extremely capable of designing and implementing needed procedures and operations for improved efficiency and effectiveness while maintaining best cost solutions for the organization with a clear understanding of the overlap between business needs in the market. My study in Advertising accompanied with years of marketing & advertising experience, educated me how to utilize excellent communication and organizational skills. Furthermore, my current experience in marketing has taught me to apply effective & efficient solutions in developing innovative tactics that meets all business needs.

## CAREER EXPERIENCE

05/2018 – 07/ 2019: *Senior National Trade Marketing Executive*

*Tag Heuer Watches & S.T. Dupont Brand (Chalhoub & JamJoom Group) – KSA/UAE/EGY*

- In charge of developing yearly marketing plan with allocated budget for 3 countries divided per country market needs.
- Delivered marketing plan & projects as per the pore-defined timeframe, objectives, & allocated budget, acting as a country liaison (customers, retailers, mall, and competition).
- As a direct support to sales, managed and initiated monthly team meetings with retail, purchase and visual managers: to review product performances and adjust marketing plan accordingly.
- Responsible for forecasting new products orders & logistics coordination with manufacture & head office. Monitored customer's feedback, market share, brand supply & demand, & analyzed profitability of stores / brands.
- Acted as a single point of contact with the media agency to manage & monitor media plans for online / offline campaigns.
- Increased brand visibility by reaching and connecting with new guests via mall activations (social media, podiums, digital screens etc.) & turned increasing traffic to stores and guest database.

- Uplifted brand desirability with acquisition offers by bonding with our guests via hosting community events; by improving the attractiveness of our offer.
- Provided clear and concise marketing communication plan to management, retail, purchasing and visual team by sharing monthly report of the coming month's marketing initiatives; quarterly recap reporting previous quarters' initiatives with photos, ROI and learnings; monthly marketing budget and sales status.
- Maintained effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Conducted monthly reports on customer & sales analysis, shopper insights, traffic in store and store KPI's.

#### **01/2016 – 03/2018: National Marketing Manager**

##### ***Bentley Al Ghassan Motors – KSA***

- Due to the success shown in the first year over the 3 brands I handled, I was internally promoted to this position to give full focus on Bentley as it was rapidly growing in the Saudi Market in correspondence with new models arriving.
- Had the authority to plan, decide and approve all business-related concerns & was responsible for developing structured business plan with clear vision and objectives to achieve targeted goals.
- Planned & scheduled full year calendar including (corporate events, conferences, product launches, sponsorship activities & PR coverage).
- Controlled yearly budget plan to meet the scoped market changes accordingly with the whole & retail sales in terms of (marketing, sales, aftersales, & pre-owned). Directed cost effectiveness & provided solutions to control cost & over heads.
- In charge of company's direct reporting in terms of manufacturer reports on quarterly & yearly bases, full year's activities, & purchasing report in line with HQ & dealer.
- Conducted daily, weekly, & monthly sales reports in line with sales & CRM team. Managed to execute all plans & reports, prior & post events with all results.
- Prepared monthly company newsletter & ensured that customers are conversant on monthly bases with the latest brand & dealer's news.

#### **01/2015 – 01/2016: National Group Marketing Executive**

##### ***Al Ghassan Motors (Bentley - Lamborghini – McLaren) -KSA***

- Managed events, launches, club activities, private viewings, & co marketing activities.
- Delivered complete data capture and process follow up post events, alongside with sales team.
- Updated all marketing plans along with sales invoices on manufacture's system.
- Sourced and negotiated with subcontractors, suppliers, internal and external supply chain, to ensure each project is successfully resourced, budgeted and managed, and delivered according to plan set & company processes.
- Defined event's scope, goals, and deliverables that support business goals in collaboration with Bentley HQ & Al Ghassan Motors senior management.
- Planned & worked side by side with marketing managers on implementing & delivering all planned projects & calendars.

#### **05/2013 – 12/2014: Marketing Executive (Oneders Agency)**

##### ***Part of Mohammad Yusuf Naghi Motors Hyundai Motors - Jeddah***

- Managed all internal, external and crisis communications.
- Collaborated with media to encourage product coverage and promote brands.
- Collaborated with sales team to increase brand awareness and enhance business development.

- Completed in-depth reviews of market conditions and customer preferences for Hyundai products.
- Maximized advertising efforts by developing content for media relations, corporate communications and media posts.
- Studied demographic data to determine optimal targets, competitor offerings and tactics.
- Planned and executed events and marketing programs, developed innovative marketing and PR strategies
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations
- Build professional relationships with distributors and media staff.

## **02/2012 – 04/2013: Key Account Manager (Lexus, Toyota, Sony Mobiles)**

### ***Gravity MENA for Marketing & Event Management – KSA***

- Planned, scheduled and managed events, corporate events and conferences, product launches, conferences, sponsorship activities & PR coverage; built calendars.
- Ensured each project is successfully resourced, budgeted and managed, and delivered according to company processes.
- Planned full events operation budget, drafted and submitted budget proposals, and recommended subsequent budget changes where necessary.
- Settled the strategic development process of the campaign, along with insights reporting including analysis and research.
- Full follow up on production orders as needed and distributed to traffic and creativity, along with media authorizations as needed and distributed to media and traffic.
- Ensured the timely and successful delivery of any solutions according to customer needs and objectives. Finalized & launched campaigns, above & below the line.

## **ACADEMIC QUALIFICATIONS**

### ***2010 – 2012 (B.A) Undergraduate Major Radio/TV Filming***

Lebanese International University, Beirut – Lebanon

### ***2008 – 2012 (B.A) Major in Media & Advertising***

Lebanese International University, Beirut – Lebanon

### ***1995 – 2007 High School Degree***

Al Etihad International School, Jeddah – KSA

## **Personal Skills**

- A structured & innovative thinker with strong attention to details in organizing & planning.
- Advanced knowledge of creating, leading, & managing projects & campaigns recognizing priorities & working to budget restraints & tight deadlines.
- Excellent relationship builder, using a range of effective influencing skills to engage others to achieve success & get things done.
- Able to think analytically, critically, & strategically when faced with unique opportunities, challenges, prioritizing & identifying productive solutions.
- Demonstrates a sound understanding of commercial awareness & has the ability to influence others in key situations whilst maintaining positive relationships.
- Ability to establish excellent interpersonal skills amongst teams by demonstrating strong leadership & cultural sensitivity.
- Proficiency in Microsoft Office applications (Word, Excel, Power Point), with effective presentation skills & budget stuff.
- Proficiency in Adobe Master Collection (Photoshop, Illustrator, Premier).