

Fadi Fakih

Account Director - Marketing, Advertising & Communication

Passionate & versatile Senior Advertising Account Manager with Double Masters & 15+ years of experience working in the Marketing and Communications industry across the GCC and Lebanon. Experience includes managing social media platforms, boosting metrics and engagement to bolster brand awareness for small and big brands. Trilingual (English, Arabic & French) with excellent skills in client needs assessment and consultative guidance to grow entrepreneurial ventures for key accounts. Competent to create and implement successful advertising and marketing strategies regardless of scale and budget. Excel at maximizing profits within limited budgets. Understand importance of working with customers and other top executives, as well as keeping staff informed and motivated. Driven and committed to join an ambitious advertising agency and drive business growth with creative strategies and project management skills.



Accomplishments

- **Entrepreneurial** Passionately founded & successfully managed Lebanon's first retail Football merchandise store of its kind for 7 years.
- Account Management & Business Development Enhanced profitability to achieve integrated
 marketing communication objectives and drive productivity and growth from concept to
 implementation. Executed optimal Business Development strategies to achieve commercial goals.
- Digital Marketing & Social Media Management Competent to oversee and offer comparable
 digital marketing strategies / campaigns throughout product, service or concept lifecycle to
 ensure high-level of customer satisfaction. Kept in tune with trends to perform at peak levels.



Work History

2013-06 -Current

Founder of Official Football Merchandise Store

F Trading, Beirut, Lebanon

- Generated over USD 750,000 in sales for startup retail football merchandise store.
- Established, initiated and optimized digital media marketing strategies based on targets, product specifications, market data and budget factors.
- Built brand awareness, generated and managed leads ensuring exceptional customer support and service.
- Captured new customers by optimizing purchasing based on trend reports and introduced new merchandise to diversify offerings.
- Reduced costs by streamlining marketing, leveraging communications materials, monitoring budgets, and developing creative sales techniques.
- Managed store's stock levels by forecasting volumes and sales in alignment with special promotions.
- Leveraged on Football events and global competitive analysis to improve customer relationship building. Understanding customer preferences when developing pricing structures and marketing plans.
- Built and strengthened strategic relationships with vendors, advertising agencies and leading football merchandise suppliers/partners.
- Directed stores' visual appeal to engage customers and promote merchandise



Contact

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Skills

LinkedIn linkedin.com/in/fadifakih

Twitter @FF_Fads



Advertising & Brand Management

Excellent

Marketing & Communications

Excellent

Strategic Planning (MARCOM)

Excellent

Social Media Management

Excellent

Market trends knowledge

Excellent

Prioritizing workflows

Excellent

Campaign pitching

Excellent

2013-01 - Social Media Consultant & Account Manager

2013-04

2012-06

2009-06

Social4ce, Beirut, Lebanon

- Responsible for Strategic Planning, Community and Campaign Engagement Management and Key Account Management efforts for a forward-thinking advertising start-up handling 3 key client accounts.
- Participated in client meetings to ascertain needs and requirements and determine course of action to help SME clients be successful.
- Responsible for ongoing management, execution of social media strategy and programs for assigned clients (proposals, presentation, deliverables, implementation, monitoring reports, coordination, training, project management).
- Provided clients with sound support and strategic advice to improve engagement for social media marketing activities.
- Managed, updated and monitored clients' social media sites so that content was fresh and relevant.
- Maintained continuous check on KPI objectives, performance metrics, optimizing and enhancing campaigns based on current trend data.

2012-01 - Senior Account Manager

Publicis Graphics Dubai, Dubai, UAE

- Elevated account management by predicting potential competitive threats and outlining proactive solutions to high-profile client accounts.
- Liaised between NESCAFÉ Brand Managers and Publicis team for marketing communication planning and development of through-the-line advertising.
- Brands worked on included: Nescafé Red Mug, Nescafé Cappuccino, Nescafé
 Dolce Gusto, Nescafé 3 in 1, Nescafé iced coffee and NESQUIK.
- Developed deep knowledge of customer businesses and multi-media solutions across multiple markets that included managing promotional marketing, POS materials, advertising, digital and direct CRM channel solutions.
- Managed and presented competitive reviews that included qualitative and quantitative analysis of ATL clippings / in-store activities / digital campaigns of competition across the GCC and Levant regions.
- Effectively enhanced creative work development, ensuring adherence to mother brand guidelines while continuously motivating the team to exceed client expectations with creative work output / ideas.
- Controlled and monitored hours spent on creative jobs to ensure that all work done
 was within agreed on scope of work.
- Trained and coached team of Junior Account Management professionals focused on servicing key accounts.

2007-02 - Communication Manager

Leo Burnett, Beirut, Lebanon

- Joined as Senior Account Executive; promoted to Communication Manager to drive marketing communication strategies for Key Client Accounts.
- Worked closely with Agency Deputy MD to implement new business development initiatives.
- Led team in delivery of projects for high-profile accounts.
- Developed and managed the Leo Burnett Syrian territory under direct supervision of Account Director while handling 1 major telecom client and other SME businesses.
- Oversaw and streamlined operations of marketing subsidiary in Syria with regular (weekly) visits and intervention in all aspects of business.

Marketing and advertising

Excellent

Multi-channel advertising

Very Good

Networking skills

Excellent

Account development

Excellent

Financial Reporting

Good

Contract Negotiation

Good

Collaborating with designers

Very Good

Market Positioning

Very Good

Public and Media Relations

Verv Good

Staff Management

Good

Sports Marketing

Excellent

Presentation Skills

Excellent

Identifying & Targeting

Opportunities

Excellent



Languages

English Mother Tongue

Arabic Fluent

French Fair

- Communicated regularly with territory, regional and strategic managers for regular support and strategic planning for key accounts.
- Led MTN Syria Telecom and Elegance (Confectionery Company) accounts in Syria.
- Formulated strategies and launched integrated marketing and communication campaigns for MTN in alignment with MTN South Africa and FIFA guidelines.
- Planned and led multiple brand / service launches and re-launches, brand / service revamps and repositioning, tactical activities, development and implementation of consumer engagement platforms.
- Conceptualized and managed execution of ATL & BTL campaigns, nonconventional media that including TV, OOH, Press, Radio, POSM, Documentary Production, PR events, Web Banners, Mobile Applications, Social Media, Event sponsorship programs, and branding projects.

2005-03 - Account Executive

2006-12

IMPACT BBDO, Beirut, Lebanon

- Played key role in achieving and maintaining top client satisfaction and retention by
 ensuring alignment of all creative aspects for clients, such as Masterfoods (Snickers,
 Uncle Ben's), Arab Bank, Kefraya, Arabia Insurance, Joseph Eid (High end fashion
 retailer (brands included Faconnable, Ralph Lauren, CK, and Cacharel / projects
 included Press, TV BTL, and PR), Blom Bank, Vape, Nana, and Canderel. (Includes
 managing TVC, Radio, and Outdoor Media)
- Directed and supervised all Below the Line collaterals production (ex. Catalogues, brochures, promotional packs, collaterals, etc.).
- Integrating different communication solutions into ideas (PR, CRM, SMS Solutions, Shopper Marketing).
- Managed the launch of a new corporate campaign for Arab Bank through an integrated communication platform linked between 5 network offices (Jordan, Dubai, Cairo, Kuwait and Jeddah).

2003-10 - Junior Account Executive

2004-04

Afkar Promoseven, Jeddah, Saudi Arabia

- Completed 3-month induction & orientation program within the following departments: Planning, Media, Creative, Studio and Production.
- Handled Advertising and POSM development, Outdoor & Print, for 2 major clients:
 Master Foods (Twix, M&M's) and Le Meridian, Makkah.



Education

2010-01 - 2011-01 Masters: Marketing Communications
University of Westminster - United Kingdom

2005-01 - 2010-01 Masters: Business Administration

Lebanese American University - Lebanon

1998-01 - 2003-01 Bachelor of Business Administration: Marketing

American University of Beirut - Lebanon

1995-01 - 1998-01 High School Diploma

International College - Lebanon



Job Training

- Leo Burnett College workshops:
 Brand Equity, Uncovering
 Consumer Insights, Marketing
 Research, The Exceptional
 Account Manager, Role of
 Communication in Building Brands,
 Brand Architecture, Leadership
 Skills and Shopper Marketing
- Completed the "Performing with Presence" workshop conducted in Cairo for the LB MENA network by Maynard Leigh Associates, UK
- Completed Leo Burnett's Human Kind workshop



Affiliations

- Elected class Representative for the Master of Marketing Communications 2010 / 2011 class at University of Westminster
- Member of AUB's Alumni;
 Member of the Worldwide AUB
 Alumni (WAAAUB)
 Founding member of Manchester
 United Lebanon fan club
- Member of the Chartered Institute of Marketing – Hold the Introductory Certificate in Marketing



Software

- M.S. Office Suite
- Adobe Acrobat Professional
- Audio/Video Editing
 (Pinnacle Studio)
- Excellent at PowerPoint Presentations



Hobbies

Reading, Music,
Films/Documentaries, Soccer
Swimming, Travelling