

RAMZI HELOU

NATIONALITY: LEBANESE / COLOMBIAN - DATE OF BIRTH: MARCH 30TH, 1989
TELEPHONE NUMBER: +961 3 982686 - E-MAIL: RAMZHELOU@GMAIL.COM

PROFESSIONAL EXPERIENCE

IMPACT BBDO Beirut

January 2017 – Present

Account Director

Promoted from Account Manager to Director after 1 year and 9 months

Currently managing operations of the following brands/clients: PepsiCo MENA (Pepsi, Mirinda, 7up, Aquafina, Mountain Dew, Tropicana, Lay's), Allianz SNA, and Foster Clark's

Previously managed operations of the following brands/clients: Audi, ICRC (International Committee of the Red Cross), Middle East & Africa Bank, and areeba (part of M1 Group)

- Developed and executed marketing strategies for above listed clients across different industries
- Managed annual client budgets & daily advertising/communication operations including ATL/BTL/digital
- Handled and supervised implementation of campaigns with different parties on corresponding media channels
- Supervised implementation of BTL and on ground activities with different suppliers
- Developed new business opportunities & ideas with existing client portfolio
- Participated on pitches for new businesses from research process till concept development
- Supervised & coordinated with digital team on development of content strategy on social media platforms

DRIVE-DENTSU Beirut

September 2013 – December 2016

Senior Account Executive

Promoted from Account Executive to Senior Executive after 1 year and 9 months.

Managed operations of the following brands/clients: Harley-Davidson MENA, Bic Lighters MENA, Café Super Brasil, Toyota/Lexus Lebanon, De'Longhi Lebanon

- Managed the daily advertising/communication operations including ATL/BTL/digital
- Developed new business opportunities with existing client portfolio
- In charge of originating content strategies and community management

INDEVCO GROUP

June – August 2013

Online Marketing Department

- Assessed B2B Trade Lead Portals & new business directories
- Prospected, profiled, and contacted new leads & potential buyers/clients

EDUCATION

Rouen Business School (RBS) – Rouen, France

2011 - 2013

Ecole Supérieure des Affaires (ESA) – Beirut, Lebanon

Double Degree: Master's in management (ESA) - Master Grande École (RBS) Major: Marketing

Lebanese American University (LAU) – Byblos, Lebanon

2007 - 2011

B.S. in Business Studies

Collège Notre-Dame de Jamhour – Jamhour, Lebanon

1994 - 2007

French & Lebanese Baccalaureate in Life Sciences

PROFILE

Languages: Fluent in spoken & written English, French, and Arabic. Beginner in Spanish

Activities: Resident DJ/Event Organizer at OSF (Berlin-based electronic music label)

Interests & Hobbies: Football, Music/DJ'ing, Video Games, Geopolitics, Manga & Japanese Anime