



Professional summary

Hi,

I'm Ralf a Business Developer with a history working in different industries including Information Technology, programmatic advertising, Digital Marketing, Consumer Electronics, FMCG and Financial services.

I'm skillful in accounts management, new customer acquisition, prospecting for leads, negotiate then close the deals also I'm competent in market research and data analysis, strategic thinking, elaborating business and marketing plans.

Through my career exposure, I acquired a strong business acumen backed up with a Master's of marketing from the Lebanese University, Faculty of Business Administration furthermore I completed eight certifications from Google through "Academy for Ads" website.

If I am given the opportunity I would be more than happy to demonstrate my worth to your company, I am not only an asset to your employees but I also happen to be a very caring person, so I will care about the clients to make sure that they get everything they need and also I will care about the company by ensuring your brand image will be portrayed in a way that you want it to be portrayed.

Regards

Professional experience

*** Business Development Specialist at Absolutely Digital (AD) | December 2018 – June 2019 (6 month)| Lebanon**

Reason for Leaving: I didn't understand my daily tasks and goals.

Tasks:

1. Cooperate with the COO and report daily to him in order to develop new businesses including an online gaming platform "tasala.com", fitness app called "Golden Steps", "Line CPA" a demand side platform in programmatic advertising, projects included tasks such research studies, primary data gathering, action plan, prospect relevant vendors and qualify them, connect and meet with the right people by using Gmail, LinkedIn, Skype as communication tools.
2. Come together with the copywriter, media buyer, web developer, graphic designers, , Computer engineers in line to strengthen AD current services in the Middle East e.g. "line videos: a video platform", "line tips: a Digital lifestyle magazine" both targeting UAE, Iraq, Palestine and others.

Achievements:

1. I got couple of offering to buy Middle Eastern content e.g. "Telecoming" who offer a range of content that could be an opportunity for "Line Tips" to offer better content that could increase current subscribers satisfaction.
2. We Attended the Mobile World Congress "MWC 2019" in Barcelona with an objective to develop "Line CPA", a Demand Side Platform where we connected with key vendors from in the ecosystem. I managed Post-MWC:
 - a. Accomplished my main objective which was to obtain a lot of supply (regular and premium traffic) by negotiating with more than 10 Supply sides and Ad Exchanges e.g. Smadex and AppNexus.
 - b. I managed to get offers and free trials from international Ad Fraud companies who can enhance our platform Security and Brand Safety e.g. optics and Geoedge.
 - c. Communicated with a lot of DSPs in order I understand the weakness and strength of their platforms and how they pitch their clients.
 - d. I Connected with different Ad Servers and companies who can provide us with relevant tools that may enhance our platform e.g. header bidding, frequency cap...

3. Acquired more than 350 games (HTML5 games for Desktop, Android and IOS) for the gaming platform Tasala.com from different genres (action, adventures, strategy...), I did that by connecting with content providers from India, US, Amsterdam, Poland, Ukraine and Germany through one to one Skype meeting where we discussed the framework of our future collaboration including pricing and the marketing strategy.
4. Connected with the Major Telecom companies in Africa e.g. MTN, C CELL, Vodacom in order to connect to their direct carrier billing with a goal to promote our content in the African Market.
5. I collaborated with reputable "out of home" advertising companies in UAE and I got 10 quotations regarding different types of advertising medium.

* **Business Developer at AdvertisingAttitude (freelance Job)** / January 2018 – December 2018 (1 year) | Lebanon

Reason for Leaving: Higher salary offered from Absolutely Digital.

Tasks:

- Prospect for new clients and transform them to sales using LinkedIn and company's official site.
- Promote the company services including SEO, online paid advertising through Facebook and Google, Social media presence and website management including content creation, graphic design and analytics and others.

Achievements:

- I was able to work with Beirut Duty Free on their Social Media Presence Strategy and I direct report to the GM.
- I worked with Ingot Brokers - Jordan on their online marketing plan for their new Crypto currency where I suggested PPC, CPM campaigns and Bounty programs.

* **Business Unit Manager - Financial services**

Libano-Suisse Insurance Company

January 2016 – January 2017 (1 year 1 month) | Lebanon

* **Key Account Manager - Consumer Electronics**

Samsung Electronics

September 2012 – October 2014 (2 y 2 m) | Lebanon

Panasonic

June 2011 – September 2012 (1 y 4 m) | Lebanon

* **Sales Area Supervisor - FMCG**

Prunelle

January 2015 – January 2016 (1 y 1 m) | Lebanon

* **Shift manager, Hospitality**

Crepaway

January 2007 – May 2011 (4 y 5 m) | Lebanon

Education

* **Google** | 2017 – Present | Online | AcademyForAds.com

- Search, display, Video and Mobile Certifications.

* **Lebanese University, Faculty of Business Administration**

- Master's 1 & 2 of Marketing | 2015 – 2017 | Ashrafieh & Haddath | Lebanon

- Bachelor's of Marketing | 2006 – 2011 | Ashrafieh | Lebanon

Languages: **English** Full professional proficiency **Arabic** Native **French** Moderate professional working proficiency.

Volunteer Experience: **Donor** at Donner Sang Compter – DSC | Jan 2017 – Present (2 yr 6 month)

Honors and Awards: Trip to Portugal from Samsung, Golden coin from a client.

Recommendation:

Yasmine Al-Haddad

Senior marketing officer at Nassim Dada & partner's co. Jordan december 3, 2017, Yasmine worked with Ralf but at different companies.

“Ralf and I worked together, he is one of the smartest and best person I have met. He is inventive, creative, analytical and great marketer, he has wonderful ways to transform the customer's communications into selling opportunities He is intelligent young man with great sales and marketing skills, I would recommend him to companies and organizations want quality profession done because he is amazing in creating magnificent results”

Thank You