



INFO

**Name**

Elie M. Tannous

**Address**Beirut, Furn el Chebbek,
Mar Nohra Church street**Phone**

00961 70218362

**Email**

Elietannous1994@gmail.com

SOCIAL

**LinkedIn**

ElieTannous

**Facebook**

Elie M. Tannous

ELIE TANNOUS

Graduated Marketer

A hard-working and motivated Marketing undergraduate with 3 years of proven marketing, communication and organizational skills. Currently occupying the position of an account handler and client servicing. Applying solid knowledge of marketing practices to the market and put to affect my vast experience in the digital marketing field. Pro-active and keen to learn, wishing to make a positive contribution to a business institution.

EXPERIENCE

Sep2016-Jan2019

AdMark-Jeddah*Social Media and Digital Planning*

- Lead strategic planning across social and digital platforms monthly
- Deep-dive into social media analytics to understand why certain content performs better than the rest and providing actionable insights for our clients backed by social data.
- Track the effect of social and content marketing on the client's digital platforms to showcase the effectiveness of our digital marketing
- Evaluating campaigns, focusing on ROI and digital brand activation.
- Spearhead the process of social advertising and content promotion across social media platforms, optimizing for the client's objectives.
- Help the rest of the team develop better understanding and skills.

Jan2019- Present

Mindfield Digital-Beirut*Client servicing and account handling*

- Overlook all activities related to the account (posting, reporting, calendar and content creation...)
- Link between agency and client, responsible for handling client's requests and deliverables to be sent.
- Stay in touch with copywriters, designers, social team and community managers to ensure a smooth process.
- Monitors the impact of the program versus client goals and proactively.
- communicates with clients about need for changes in strategic direction
- Make sure current strategy and goals are working towards the same end.
- Analyzes results and reports out on progress
- Help the team better understand requests and participate in brainstorming sessions
- Clients included: Grey, Mediacom, Starcom, Ability ...

EDUCATION

Oct2013-May2016

Lebanese American University, Jbeil*Bachelor in Marketing*

Marketing research, consumer behavior and international marketing, Retailing and merchandising, marketing strategy.

Oct2009-Jun2013

Kobayath High School, North Lebanon*Baccalaureate*

Graduated with honors in the Lebanese Baccalaureate.

SKILLS

Powerpoint



Word



MsExcel



EconomicEmail



Social Media



Research

