
NADI KARKABI



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Male

*Marketing expert with 10 years of experience,
seeking to join a reputable company for a
permanent position or a consultancy contract*

PROFESSIONAL SKILLS

- ✓Marketing Communications
- ✓Content Marketing
- ✓Marketing Plan Strategist
- ✓Company Projection Analyst
- ✓Public and Social Media Relations
- ✓Mobile Marketing
- ✓Social Media Marketing
- ✓Consumer Behaviorist
- ✓Distribution Specialist
- ✓Team Sales Trainer
- ✓Emotional Intelligence Trainer
- ✓Employee Performance Evaluator

↘ **IN SHORT**

On top of being a marketing specialist by degree, my work life was starred by many interesting additions like emotional intelligence and business management ...that showed a good team environment and growth inside all companies i worked in.

Blessed to be at all times sociable, gently serious and a good listener, I graduated in 2007 from Notre-Dame University Louaize with a Bachelor in Advertising & Marketing.

Although Advertising was a very interesting major that i excelled in, Marketing was always my favorite and the field i chose to go with along the whole 10 years of experience i occupy till date.

WORK EXPERIENCE

Position - Commercial Marketing Expert

2016 - Present
COMMERCIAL MARKETING EXPERT
Africell
Uganda

Africell is a Telecom Company that operates since 2001 in Gambia, Sierra Leone, Congo DRC and Uganda

Regional Commercial Manager 2018- present

- Responsible for all area managers' duties and targets
- Setting marketing strategies and conveying them with all managers for implementation
- Following up on all ground marketing stats and developments
- Managing a team of 400 agents, 20 supervisors and 4 managers daily
- Setting strategies, targets and plans with CEO for future growth and implementing them
- Reporting directly to CEO

Head of distribution/Marketing strategist 2016-2018

- Manage all distribution of airtime
- Prepare ground marketing strategies for all areas and districts for sales growth (Ugandan potential areas include 76 districts and 126 areas)
- Acting as a marketing Consultant for Kniacell a partner distribution company for Africell (as part of my job)
- Have 150+ agents/supervisors/managers that i give trainings to regularly and manage daily
- Ground communication experience with locals all over the country
- Excellent geographic/demographic experience of the country as a whole (Full scope of districts, areas, streets + psychographics of the locals in each)
- Reporting to Commercial Director

2014 - 2016
MARKETING MANAGER
EXTREME SPORTS
DUBAI

Position - Consultancy contract / Gov and private investors

In Dubai i was appointed to run the marketing plan and execution of a national and private project for boosting all extreme sports in Dubai.

Project had to stop for Gov/investors reasons, but it was one of my greatest experiences in that field for 2 years

2014
MARKETING MANAGER
AMT MOTORSPORT
LEBANON

AMT MOTORSPORT is a start-up rally car company, specialized in rallying, racing and drifting.

Was so excited to have prepared and managed their marketing department, events department, filming crew and social media department.

- Prepared a 3 years projected marketing plan
- Set several meetings with international sponsors which i personally presented and led.
- Created all content and ideas of the brand image, videos, guerrilla marketing events.
- Set all sponsorship visibility strategies to hit our targeted market using indirect emotional tactics.
- Designed new marketing exposure ways for the interaction between drivers and fans in the motorsport world targeting bigger social media followings and views.

2011-2013
MARKETING MANAGER
TRANSLINK GLOBAL PROCESSING
SAUDI ARABIA

TGP – KSA under **PAYSTAR Inc.** **PAYSTAR** is a global company based in Las Vegas; it deals with payroll and money remittance services. B2B AND B2C.

I was assigned in 2011 to prepare their marketing plan to penetrate the 3 major markets of KSA. Based in Jeddah, i became the marketing manager of Riyadh, Jeddah and Khobar.

- Basic sales training for all sales representatives
- Emotional intelligence training for all personnel
- Prepared and executed a local marketing plan projected for 2 years
- Customized a CRM software to maintain a live connection with all personnel through the 3 branches i was managing
- Developed the emotional link penetration into the potential targeted market in Saudi Arabia
- Played the link between USA and KSA in all local board meetings
- Assisted the international GM with all local B2B acquaintances and meetings
- Prepared the marketing plans for the managers in Qatar, Dubai and Lebanon
- Studied and executed the sectoring of our target market in all areas of Saudi Arabia
- Managed all marketing communications offline and online

2009-2011
MARKETING EXECUTIVE
ABATCO
SAUDI ARABIA

Abdel Aziz Bin Ali Trading Corporation - ABATCO is a contracting and trading company.

Based in Dammam, the company was renewing its core with new blood key people, hence my recruitment. It was an exciting experience to be an executive with a mission to develop and start a marketing department from scratch.

- Focused on the counter marketing strategies of all their competitors
- Introduced major potential companies to the sales department
- Prepared a new marketing plan
- Developed and executed all marketing communications and strategies on areas of Dammam and Khobar
- Introduced emotional intelligence training to the basic sales training, self-improvement and motivational training i started giving to the sales representatives in my second year

2007-2010
MARKETING PLANNER
LEBANON

Made 10+ yearly marketing plans for companies and new business projects, as freelancing projects, while occupying two private businesses: a fashion marketing business and a B2B product/import marketing business for 3 years.

earlier achievements and events may be requested if interested

LANGUAGES

I fluently speak and write the following languages:
Arabic, English and French

COMPUTER SKILLS

Mac user (and windows)
Know-how of most universal softwares
Computer and internet friendly

↘ OTHER SKILLS

- **Leadership and patience** are 2 of my most valuable assets. Having both helped me be the goal-oriented person and motivated dreamer I am today.
 - **Advanced Emotional Intelligence trainer.** Pursued a 4 –year advanced studies in psychological employee performance and emotional intelligence literacy.
 - **Financial** Literacy
 - **Online Network** Marketing
 - **Social-media** Marketing
 - **Personal Goal** Coaching
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↘ OTHER INTERESTS

I am also a volunteer. Was a member of the Lebanese Red Cross, 203 sector. Volunteered for 3 years. It was about as exciting and life changing as it gets!

Community service activist. Founder of consciouscommunity.cc
Related to all volunteer work, anything that can help erase some of our society's unconscious veils.

What i enjoy the most in this business, is using my marketing skills to create non-ending cycles of goodwill, that can feed each other without the need of fund donations.

Meditation and stillness practitioner since 2009.

Nature - Wether it is photography, camping, riding or hiking, Its always in Nature