

MANUEL WAZEN



OBJECTIVE

Find a potentially challenging job that utilizes & enhances my skills & experience and provides me with the opportunity to learn and demonstrate what's best in me.

EXPERIENCE

Marketing Manager | Roadster Diner & Deek Duke

Jun 17 – Present

Managing a team of 6 marketers.

Responsible for planning, developing and monitoring the Marketing Strategic Plan in alignment with the company's strategy, in order to achieve sales & growth targets by:

- o Setting the strategic marketing plan for Roadster Diner and Deek Duke and overseeing its implementation, including campaigns, internal and external company events, digital marketing, and PR
- o Aligning with Creative Agency on yearly campaigns and activations as well as designing related marketing material
- o Coordinating with research companies to perform a market research study in order to identify commercial opportunities
- o Ensuring that a monthly competitive analysis is done to come up with proper action plans
- o Managing and monitoring the Mobile Apps (Ordering and Loyalty system) from pre-launch to launch and post-launch
- o Working closely with other departments to generate relevant reports (menu engineering, market segmentation, day time parting, etc.) and analyzing them in order to provide the marketing team & other departments with information for better decision making taking into consideration an operational focus
- o Evaluating the efficiency of all marketing activities by reviewing sales assumptions pre and post campaign
- o Reviewing the effectiveness of the marketing program through periodic examinations of the department's performance, tools and methods
- o Overseeing all modifications on menu design and content (innovation, pricing, etc.)
- o Managing all corporate identity and branding activities while ensuring proper usage of the brand guidelines
- o Monitoring the Mystery Shopper program to ensure a smooth process and making sure the relevant reports are being sent on time to all stakeholders
- o Lead the Sales & Marketing cycle meetings to bridge the gap between Marketing and Operations team
- o Assisting the Organization Development function in developing related processes and procedures, and ensuring good implementation within marketing department
- o Building, coaching and supporting a strong and strategically focused team and conducting timely performance appraisals of all direct reports to encourage, motivate and improve team performance

Senior Manager – Social Performance | Publicis Media - Performics Jan 16 – May 17

Managed a team of 12 digital media specialists.

- o Managing Publicis Media's social performance unit in the region, under Performics. The unit is in charge of strategizing, running and optimizing ad buying campaigns across all applicable social media platforms including Facebook, Instagram, Twitter and LinkedIn. The unit handles more than 50 brands across the MENA region with a very high YoY growth rate in terms of resources and revenue

- Putting in place numerous social media advertising strategies for our brands, favoring performance marketing and utilizing the latest platform offering (Custom Audiences, Website Custom Audiences, FB Audience Network, Mobile App. Install ads, Twitter Cards, Twitter Tailored Audiences, etc.)
- Contributing to various pitches through building and presenting the social media strategy for potentially new clients
- Deepening client relationships through continuous reviews and technology updates as well as delivering various training and educational sessions to help our clients understand the importance of identifying objectives and matching them with the right platform and ad products
- Help developing social performance marketing products, creating & delivering performance marketing strategies, campaign reporting and analysis
- Creating, designing and sharing case studies, reviews and technology updates, as well as maintaining constant communications with technical and creative departments within the clients' and partners' organizations
- Managing a team of 12 people while making sure they're delivering quality service to each client
- Working with the digital business development teams to identify the right portfolio and work with them to engage based on the categories and their readiness

Marketing Manager | Zaatar W Zeit
 | Bar Tartine
 | Studio Beirut

Feb 09 – Jan 16

Apr 13 – Jan 16

Jul 13 – Jan 16

Managed a team of 8 marketers and customer service agents.

Responsible for the development and implementation of the marketing communication plans & activations of all three brands, in order to achieve the corporate goals on brand equity level as well as tactical targets on products level. All this while insuring a positive ROI on the campaigns and maintaining the yearly set budget

- Implementing the new concept and re-branding of Zaatar W Zeit
- Planning, developing, implementing, executing, monitoring and evaluating campaigns/brand related activities, including Local Store Marketing, after setting the yearly marketing plan & budget
- Liaising with all agencies as well as developing creative briefs
- Evaluating all campaigns pre and post implementation
- Coordinating with the regional franchisees concerning all marketing requirements for Zaatar W Zeit as well as performing brand audit visits
- Designing, managing and implementing the Loyalty Program of Zaatar W Zeit
- Handling the Online Marketing, Social Media presence & Website content
- Controlling the production and distribution of promotional material
- Packaging and branding selection for merchandising material & new items
- Coordinating with HR for internal communication activities
- Preparing press releases for specific marketing events
- Developing and implementing market research policies to identify commercial opportunities
- Participating in the innovation of new menu items
- Setting processes and procedures for the department (quality management)
- Coaching and developing the marketing & customer service teams as well as planning the career path of each member

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Marketing Officer | OmniSystems

Aug 07 – Jan 09

Merchandising Officer | Bou Khalil Hypermarkets

Oct 04 – Jun 07

EDUCATION

2007 – 2009 Université Saint-Joseph & IAE de Tours (France) – Double Diploma
Masters - Marketing of Services (Marketing des Services)- Graduated 1st of Class

2004 – 2007 Université Saint-Joseph
BA - Business Computing (Informatique de Gestion)

2003 – 2004 Collège des Frères- Mont La Salle
Lebanese Baccalaureate – General Sciences

SKILLS AND ABILITIES

- o Fluent in English, French & Arabic. Beginner Spanish.
- o Effective team player, yet works well on own
- o Excellent written and oral communication skills
- o Excellent time management skills and ability to meet deadlines
- o Strong organizational, analytical and documentation skills
- o Fast-learning abilities & fast thinking decision-making skills
- o Committed to quality & continuous improvement
- o Innovative, leader, creative, proactive, ambitious and customer focused

COMPUTER SKILLS

- o MS Office: Advanced Word, Excel, PowerPoint and Access (*Formatech Certification*)
- o Programming: C, C++, COBOL, Java Visual Basic 6.0 & Oracle
- o Software & Multimedia: Adobe Suite (Photoshop, Illustrator, InDesign) & Basic SPSS
- o Handles MacOS as well as Microsoft Windows

TRAININGS

Leadership Training with Mark McGregor (www.markmcgregor.ch)
Certified Brand Manager - Meirc Training & Consulting (www.meirc.com)
Internal Trainings (Finance for Non-Finance, NLP, Time Management, etc.)
Advanced Excel Training – Formatech
Facebook Blueprint & all other social platforms trainings

INTERESTS

Designs, traveling, movies & series, books and technology