

MOHAMMAD HOURY



Address

Badaro, Beirut,
Sami Soleh Street

Phone

+961 71294 224

E-mail

Mohdhoury@me.com

EXPERIENCE

Head of Digital | (2015 – Present)

Webedia Group (Diwaneer)

Platforms covered: Facebook, Instagram, Google, Snapchat, LinkedIn and Twitter

Social Media

- Developing and overseeing the implementation of comprehensive digital strategies and media plans for in-house publications and external clients
- Overseeing research and analysis on current benchmarks, trends and audience preferences to ensure an optimal digital strategy for clientele
- Creating pitches for new clients and performing quarterly assessments for current clients

Media Buying

- Managing the overall media buying activity for in-house publications and external clients
- Creating budgets and planning campaigns; overseeing campaign creation, optimization and reporting
- Preparing annual reports on departmental performance for management
- Managing and delegating tasks to the existing media buying team; recruiting new team members as needed
- Delivering in-depth training sessions on media buying to ensure that the team is up to date with the latest tools

Rajil.com Editor in Chief | (2016 – 2019)

Webedia Group (Diwaneer)

Editorial

- Managing a team which includes: editors, videographers and community managers
- Setting website vision and strategy including a detailed editorial plan
- Building an up-to-date presence by making use of latest social media trends
- Supervising the development of the SEO strategy and Viral content plan

PR/Sales

- Establishing connections and creating pitches for potential clients
- Developing and overseeing the implementation of editorial concepts for existing clients
- Participating in press and events coverage

ABOUT ME

I am a driven digital media strategist with a versatile set of skills. My experience in digital dates back to 2011 with senior roles in digital marketing and publishing.

In my current job, I hold a dual role as the Head of Digital and Editor in chief of rajil.com. As head of digital, I was able to achieve remarkable savings in the media buying branch that amounted to \$300,000 within 1 year. On Rajil, I was able to increase our unique GCC users from 300k to 1m within 6 months.

COMPETENCIES

- Creating and innovating
- Drive for results
- Leading and delegating
- Coaching and Mentoring
- Working with people
- Planning and organizing
- Adapting and coping with pressure
- Entrepreneurial thinking

TECHNICAL SKILLS

- Google ads
- Facebook Business manager
- MS Office
- Photoshop
- HTML
- CSS



EXPERIENCE

Senior Media Executive | (2013 – 2015) Publicis Group (Vivaki)

- Managing digital marketing campaigns on Facebook, Instagram, Twitter and LinkedIn
- Creating budgets, planning and optimizing campaigns
- Preparing weekly/monthly excel reports on campaign performance
- Developing strategies for potential clients and Strategy quarterly/yearly review for current clients

Average spent per year on media buying \$8M

Handled more than 40 accounts including all telcos in the region, Chrysler group, Ferrero group, Yas Marina...

Media Planner/Executive | (2011 – 2013) Publiscreeen

SPECIAL PROJECTS

Automotive videos presenter on Rajil and my personal account. This included paid projects for the website and press support for brands.

Video samples:

Instagram: [Audi A7](#)

Facebook: [Lotus Exige](#)

EDUCATION

MBA in Marketing | (2012 – 2015) Lebanese International University

BA in Finance | (2008 – 2011) Lebanese International University

CERTIFICATIONS

- Google Adwords Certified
- Youtube Channel Growth
- Facebook Blueprint