

NADER MASHNOUK

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PROFESSIONAL SUMMARY

With a relentless and unparalleled drive to exceed expectations, I am a curious and highly energetic communications expert who's passionate about the disciplines of marketing and communications, the science of psychology, and the art of public speaking

PROFESSIONAL EXPERIENCE

OGILVY

Senior Account Manager

DOHA, QATAR

SEPT. 2018 - PRESENT

- Managed multiple accounts of **clients generating over 50% of the agency's yearly revenues** - 9 major clients across various sectors including government, technology, transportation, FMCG, oil & gas, luxury & entertainment, banking and sports
- Developed long-lasting client partnerships and **successfully added 7 new clients to my portfolio** through a strategic focus on client identification and retention mechanisms while continuously playing an integral role in new business proposals and pitches
- Led a team of **3 Account Executives and Senior Account Executives**, reporting directly to the Managing Director
- Developed **marketing communication strategies, consumer trends and intelligence reports** partnering with internal cross-functional teams including Public Relations & Influence, Offline Media, Social Media, Customer Experience & Digital, and Research and Planning

M&C SAATCHI MENA

Regional Account Manager

GCC - LEBANON

OCT. 2014 - SEPT 2017

- Managed the advertising and corporate communication campaigns of two major telecommunications clients: **Ooredoo Qatar and Zain Group**, across the **KSA, Kuwait, Bahrain and Qatar markets**
- Gained significant knowledge and expertise in the telecommunication sector across the MENA region, specializing in **retail marketing (online and offline), B2B, B2C, brand community management, and social media marketing**
- Designed and delivered **strategic digital media initiatives and innovative ideas** to strengthen the client's social media presence across all platforms, targeting different groups and ensuring maximum customer engagement

PROFESSIONAL PUBLIC SPEAKING COACH AND CERTIFIED TRAINER

SPAIN – LEBANON - QATAR

2015 - PRESENT

- Delivered over 100 workshops and training/coaching sessions across the span of over 4 years** on the art of public speaking and leadership tailored for business professionals and executives, graduate students, and members of clubs and NGOs across Lebanon, Qatar, and Spain
- Designed these workshops to cover over 20 different topics**, including presentation mastery, conquering the fear of public speaking and growing self-confidence, pitching and selling new business ideas and start-ups, winning negotiations, debate, and leadership development

TOASTMASTERS INTERNATIONAL

Area Director

BEIRUT, LEBANON

SEPT. 2015 - SEPT 2017

- President** of one of the top clubs of Toastmasters International, a **global organization and a world leader in public speaking, communication, and leadership development**
- Area Director of Toastmasters Lebanon**, in charge of Club Growth and Educational Program Quality throughout the all the Lebanese Toastmasters clubs, receiving the certifications: **Advanced Communicator Silver (ACS)** and **Advanced Leader Silver (ALS)**

EDUCATION

IE BUSINESS SCHOOL

Master in Corporate and Marketing Communications

MADRID, SPAIN

OCT. 2017 – AUG. 2018

- Graduated with Excellence** receiving the **IE Fellowship Award and IE Spirit Award**
- Inducted into the **IE Business School Hall of Fame** (awarded to only 10 graduates out of 1800 exemplifying merit and leadership)
- Program Ambassador and Class President** of the Master in Corporate and Marketing Communications Class of 2018
- President of the IE Public Speaking Club** (one of the most prestigious IE Student Clubs, leading a team of 6 officers)

LEBANESE AMERICAN UNIVERSITY

Bachelor of Science, Business Marketing

BEIRUT, LEBANON

SEPT. 2011– JULY 2014

- Honors and Dean's List Graduate**, with a **Minor in Analytic Psychology**

ACHIEVEMENTS

- One of the Top 20 Public Speakers in the Middle-East** in three categories; **District Annual Toastmasters Convention, 2017**
- Ranked first** in LAU and participated in the Middle East Brandstorm Finals competing with several groups of university students across the region; **L'Oréal Brandstorm Competition April 2014**
- President of the University Student Representative Council**; Lebanese American University (representing more than 10,000 students)
- International Diploma in Political Communication** (with High Distinction); **The American Institute on Political and Economic Systems, CHARLES UNIVERSITY IN PRAGUE** (Czech Republic, July-August 2013)

LANGUAGES

- English** (native); **Arabic** (native); **Spanish** (working proficiency); **French** (limited working proficiency)