



Maen Abou Assi
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00961 81 70 77 44

Marketing & PR Account Manager

A highly motivated, confident PR Account Manager offering five years experience in designing creative and effective public relations plans for multiple brands, as well as securing media opportunities for brand experts. Motivated and detail-orientated marketing professional who is flexible, versatile and proficient at maintaining a sense of humor under pressure.

Now looking for a new and challenging position, one which will make best use of my existing skills and experience and also further my personal and professional development.

Employment History

Account Manager

Into All Marketing Solutions, Dubai - UAE
November 2013– August 2019

- Prepare PR proposals for new and existing clients.
- Develop marketing collaterals and campaigns that are strategically-driven.
- Focus on marketing consultancy that is highly relevant and consistent with UAE & GCC context and market.
- Let the clients gain a sustainable competitive advantage in the marketplace with more awareness.
- Provide public relation services: PR marketing and corporate communications, strategic planning and counselling, public awareness campaigns, key messages and positioning, speaker opportunities, media training, press conference press release distribution, corporate writing, media measurement and reporting CSR strategies.
- Manage event services: complete event management solutions and strive to exceed clients' expectations to plan a strategic marketing perspective and lead a project management approach, and deliver events that have tremendous impact.
- Manage branding services: corporate identity and brand development.
- Follow up with suppliers in addition to accounting control.
- Manage daily activities with PR, press and marketing communications agencies.
- Monitoring & reporting to senior managers on the effectiveness of strategies/campaigns.

Accountant

Marble & Cement Products, Beirut – Lebanon
2012 - 2013

- Accountant Handling daily transactions along with banks reconcelations.

Customer Service

Fedex Kinkos, Achrafieh - Lebanon
2008 - 2011

- Customer Service.
- Offer printing services: Posters, signs, presentations, manuals and marketing materials.

KEY SKILLS AND COMPETENCIES

- Excellent account management skills.
- Strong presentation and negotiation skills.
- Contacting and communicating with high-end decision makers.
- Ability to follow up with clients in a timely professional manner.
- A successful track record in new business development .
- Ability to work long hours, often under pressure.
- Able to quickly understand customer needs and to deliver timely and cost-effective solutions.
- Personable and friendly.
- Media Relations.
- Strong Time Management.

COMPUTER SKILLS

- Word, Excel, PowerPoint

ACADEMIC QUALIFICATIONS

- LIU: Lebanese International University, Beirut - Lebanon
B.S. Degree in Business Management

Languages

- Arabic : Mother Language
- English : Fluent (reading, writing, & speaking)

Personal Details:

- Nationality : Lebanese
- Date of Birth : September 2, 1985

REFERENCES

- Available on request.