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Objective

Looking for a new opportunity, enabling me to put my experience, leadership skills and creativity into practice, resulting in a business expansion and a mutually beneficial growth.

Expertise

Media & Communication
Account management
Digital Marketing
Social Media Marketing
Strategic planning
Paid Media
Influencer Marketing
Public Relations
Team leadership & coaching
Events management

Computer Skills

Microsoft Office (Excel, Word, PowerPoint & Access)
Microsoft Dynamics CRM
Social Bakers
Hoot suite
Google Analytics
Social Media Analytics
SEO Analytics

Younes El Kayssi

My Experience

Social Media Manager/Team Leader – Wavemaker Mena

September, 2018 – Current

I manage a team of four on regional and global accounts from Beirut catering to the Mena headquarter in Dubai. I coordinate with the director of social in Dubai on strategic planning and implementation. I lead on all social pitches with my team and make sure to win the business. I work closely with the media department on implementing technologies & strategic management in addition to listening and reporting. I provided support to plan, implement & execute key communications & Marketing Strategies of ongoing campaigns, liaise with national and local media (TVs, Bloggers & Influencers), and ensure Brand activation by planning/running activation events for each account.

Social Media Manager – DDB Mena

July, 2016 – August, 2018

I supported the Agency's Clients ongoing campaigns on social media accounts, through strategy development, monitoring design execution, and content production for Social Media Communication. As part of the Social Media & Community Management, I provided support to plan, implement & execute key communications & Marketing Strategies of ongoing campaigns, liaise with national and local media (TVs, Bloggers & Influencers), and ensure Brand activation by planning/running activation events for each account.

Digital Marketing Coordinator – Yellow Pages, Lebanon

January, 2014 – June, 2016

I Built and executed digital media strategy through competitive research, platform determination, messaging and audience identification. I Continuously improved by capturing and analysing the appropriate social media data/metrics/indicators, insights and best practices and then acting on the information. I Created persuasive writing to promote the sale of a business' product or service and updated digital media platforms with timely content. In addition, I revised, edited and proofread content as needed or directed. Simultaneously, I worked with stakeholders to complete campaigns and managed digital media platforms/channels and the company's website.

Marketing & Communication Coordinator – MANALCO SAL

January, 2012 – November, 2013

Education

2010

Lebanese International University

Bachelor in Marketing

Languages

Arabic: Mother tongue

English: Excellent written, spoken and read. TOEFL Level

Additional courses & trainings

- **Digital Media & Online Marketing Intensive, EDU Pristine.**
 - **Content Marketing Certification, HubSpot.**
 - **Contextual Marketing Certification, Hubspot.**
 - **Social Media Marketing Certification, Online Marketing Institute.**
- Interpersonal & Intrapersonal Communication, INTERSOS.
- Microsoft Advanced Level, Formatech.
- First Aid Course, Lebanese Red Cross.
- Volunteering Basic Course, International Federation of Red Cross & Red Crescent.

Extracurricular Activities

Volunteer from 2009 till 2011 – Lebanese Red Cross – Lebanon

Volunteer/Program Manager – Junior Chamber International – JCI

Volunteer/National Director of Marketing – Junior Chamber International – JCI Lebanon

Camper and Hiker

Nature lover

Professional Ballroom & Latin Dancer.