

PROFILE

Pursuing my professional development in the field of **Marketing, focusing on sales**. Eager to learn more and grow further to improve my skills and knowledge in the Marketing & Communication area.

A creative thinker, good organizational skills and good knowledge in the marketing basics.

A quicker learner, dedicated to my work and like to work directly with clients.

CONTACT

PHONE:
+961 (3) 547 140

EMAIL:
sam.helou@live.com

HOBBIES

Music
Reading
Cooking / Food
Gym
Boxing
Photography

PROFESSIONAL SKILL

Communication Skills
Interpersonal Skills
Marketing & Communication
Customer Relationship
Customer Service
Reporting
Support

SAMER HELOU

EDUCATION

Bachelor Degree in Advertising & Marketing
Notre Dame University – Loueize | 2008 - 2012

Lebanese Baccalaureate Part 2 – Economics & Sociology
Saint Georges High School, Zalka | 2008

CERTIFICATES

IAA Certificate in Marketing Communication
Notre Dame University, Loueize | 2013

Digital Marketing Certificate
WSI, Sin el Fil – 2014

WORK EXPERIENCE

Community Manager
Ripply (Intouch), Rabieh | April 2018 – June 2019
Clients: McDonald's Lebanon, Teleferique, Casper & Gamini's Qatar, Margherita Qatar, Renault Qatar

- Meeting with clients to set targets and strategies.
- Setting and implementing social media and communication campaigns to align with marketing strategies.
- Providing engaging text, image and video content for social media accounts.
- Creating multi-faceted strategies for various consumer-facing channels.
- Developed different types of campaigns (Online and Offline).
- Reporting monthly report to the client handling statistics and analytics.
- Responding to comments and customer queries in a timely manner.
- Monitor, track and report on feedback and on line reviews.

Community Executive
Wetpaint, Sin El Fil | Dec 2017 – Jan 2018
Client: The Victorious UAE, Bosch UAE, Siemens UAE, Yamaha UAE

- Innovated content calendar ideas to meet client's objectives.

LANGUAGES

English – Arabic

Written, Read, and Spoken(Fluently)

French

Written, Read, and Spoken
(Intermediate)

AVAILABLE TO TRAVEL

- Communicated with clients to discuss and identify advertising requirements.
- Liaised with clients using all communication channels verbal and written, hat kept all activities clear and well managed for all accounts.
- Followed up and tracked campaigns with the media department, boosting posts & controlling the client's spending budget.
- Planned marketing strategies based on competitor's market share panel.
- Assisted the team to devise campaigns to meet the client's brief and budget.
- Innovated content calendars ideas, followed by activation on-ground supported with a PR campaign.

Marketing Coordinator

Publiscreeen Online, Jdeide | June 2016 Nov 2017

- Maintained strong relationship with key media partners, stores and external parties to maximize marketing and advertising opportunities.
- Cooperated with the team to ensure adherence of all marketing campaigns/promotions to marketing plans and specifications
- Stay up to date with Market and online trends
- Liaise with all concerned parties to guarantee adequate planning, execution and monitoring of marketing activities.
- Supported the team with all the marketing administrative tasks.
- Assisted in the implementation and impact of the marketing campaigns and promotions to ensure maximum return on investments followed by analysis and reporting.
- Working with team and supporting the team with ideas and how to manage work flows.

References available upon request