

JESSY KHOURY

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LOCATION Dora, Metn, Lebanon
DATE OF BIRTH July 4, 1994

EXPERIENCE

GARGOUR AUTOMOTIVE

Marketing Coordinator
April 2018 - Present

- Writing briefs for the campaigns of sales and after sales
- Following up on creative and media materials
- Preparing the marketing tools for all campaigns
- Assisting the CRM team for planning and measuring effectiveness of campaigns
- Monitoring digital activities and effectiveness of campaigns
- Monitoring competitors activities and make reports
- Assisting the marketing team in all events, from planning to conducting negotiations to executing
- Assisting the CRM department in following up with customers

MED K&K

Account Executive
July 2016 - August 2017

- Meeting clients to discuss advertising and marketing needs
- Briefing media, creative, and social media departments
- Proposing creative ideas/campaigns to the internal team
- Working with account directors to devise a campaign that meets the client's brief and budget
- Working with media suppliers
- Following through with design proposals
- Assisting with the formulation and development of marketing strategies for new launch campaigns

PURRL MEDIA

Social Media Internship
August 2015 - September 2015

- Creating social media content calendars and captions
- Scheduling social media posts
- Managing and monitoring all social media accounts

INTERMARKETS

Advertising & Marketing Internship
April 2011

- Developing marketing and branding strategies
- Coming up with creative advertising ideas
- Coming up with brand identities

EDUCATION

NOTRE DAME UNIVERSITY - LEBANON

Bachelor of Arts in Advertising & Marketing
2012 - 2016

LYCEE FRANCAIS DE DJEDDAH - SAUDI ARABIA

French Baccalaureate Diploma
1998 - 2012

SKILLS

Microsoft Office
Web browsers & Email
Adobe Photoshop
Team Work
Communication
Creativity
Planning / Organizing
Problem-solving

LANGUAGES

Arabic
English
French