

Karim A. Kanso

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Professional Experience

Mindshare - Beirut, Lebanon

- Senior Media Executive | Jan 2023 – present

Support Director and Senior Manager to develop overall digital performance and integrated media strategy. Assist end to end integrated media planning and implementation across Digital and Offline media. Activate and optimize day-to-day digital performance work (i.e., Paid Search, Social, Programmatic Display). In-depth analysis and reporting; opportunity to work together with Mindshare Analytics & Insights. Country activities management for regional and global accounts, as part of Mindshare Media network. Comfortable dealing with numbers and dealing with technology platforms, ability to articulate and put together sound recommendations.

MASC Communication - Beirut, Lebanon

- Digital Marketing Executive | Oct 2020 – Jan 2023

Assist in the formulation of marketing strategies to build a lasting digital connection with consumers. Launch ad campaigns through various channels to increase company and brand awareness. Provide content creation and documentation services. Collaborate with designers to improve user experience. Measure performance of digital marketing efforts using a variety of Web analytics tools. Acquire insight in online marketing trends and keep strategies up-to-date. Maintain partnerships with media agencies and vendors.

TAK for Construction & Contracting - Beirut, Lebanon

- Sales & Marketing Specialist | Apr 2017 – Nov 2020

My role included managing a portfolio of properties including completed and in-progress projects. Key responsibilities include: Developing business models, monitoring projects milestones delivery, maintaining key stakeholders' relationship (e.g., suppliers, builders, and government entities), tracking projects invoicing and budgetary control, and developed and managed projects sales & marketing strategies.

World Bank - Beirut, Lebanon

- Logistics Consultant | September 2016 – March 2017

Supporting the Lebanese Parliament Finance and Budget Committee members in key research activities, including examining draft budgets, review fiscal laws and policies, assess audit reports, and providing vital logistic support.

Finance Corporation - Beirut, Lebanon

- Accountant | October 2012 – August 2016

My key responsibilities include, assigning and monitoring accounting functions, establishing an effective filing system and department rules and standards, and developing financial schemes.

American University of Beirut - Beirut, Lebanon

- Research Assistant | April 2012 – Sep 2012

Analyzed the legal protection rights of venture capital firms. Interpreted issues by analyzing and processing market players' processing data.

Internships & Volunteer Work

- Deloitte Middle East**, Financial Markets Services Trainee | Dubai, United Arab Emirates – November 2015

Gained detailed insights that assist in the internal audit of the Compliance and AML function

- Byblos Bank Group**, Intern | Beirut, Lebanon - Jul 2010 – Aug 2010

Received a ten-week introduction to the Banking business, focusing on the Financial Reporting Control and Internal Audit Control departments

Educational Background

- American University of Beirut (AUB) – Beirut, Lebanon | Bachelor in Business Administration; Finance, 2008-2011 (Deans Honor List Award)
- Rawdah High School – Beirut, Lebanon | Lebanese Baccalaureate in Life Sciences, 1993-2008

Skills

- Computer Skills** – MS Office tools, AutoCAD, Adobe Illustrator, Adobe Photoshop
- Languages** – Arabic (native), English (fluent), French (intermediate)
- Soft Skills** – Proven leadership experience, interpreting, analyzing, and presenting data, and strong interpersonal and communication skills

Interest

- Enjoy swimming, skiing, and traveling.
- Interested in drawing, sketching, and designing.