

Georges EL HADDAD

MARKETING COORDINATOR & COPYWRITER, KURBAN GROUP

Executive profile

Currently working in the Tourism Industry, I am seeking an exciting position to best invest my marketing skills. I value communication and active collaboration, and I am as effective working with teams as individually. I believe that my skills will be best utilized in marketing, communication, copywriting, and strategic planning.

Skills

Marketing Coordinator & Copywriter with 4 years of experience and knowledge in marketing campaigns implementation and operations follow-up.

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| <input type="checkbox"/> Presentation and interpersonal skills | <input type="checkbox"/> Quotation Preparation |
| <input type="checkbox"/> Tactical Campaigns Implementation & Follow-up | <input type="checkbox"/> WordPress & Digital trip CMS manipulation |
| <input type="checkbox"/> Marketing deliverables setup | <input type="checkbox"/> Marketing Cloud (SalesForce) |
| <input type="checkbox"/> Content writing and Copywriting | <input type="checkbox"/> MS Office |
| <input type="checkbox"/> Turbine Purchasing system | <input type="checkbox"/> Survey setup |
| <input type="checkbox"/> Client servicing | <input type="checkbox"/> Market research |
| <input type="checkbox"/> Support coordination | <input type="checkbox"/> Brand and Product Strategy and Positioning |

Career Highlights

- Working on cross-brand activations – Kurban Travel, Allo Taxi
- Social Media monitoring, reporting, and marketing advisory – Straightline Travel and Tourism, Kurban Travel Services, Allo Taxi
- Content writing and uplift for many websites as well as social media calendars – Straightline Travel and Tourism, Kurban Travel Services, Avis Lebanon, Grayline (UAE)
- Backend web mastering and CMS manipulation on various websites – Straightline Travel and Tourism, Kurban Travel Services
- End-to-End operations follow-up (incl. with third-party service Providers) – Kurban Travel Services, Joint Media House clients
- Pre-sales marketing plan preparation – Joint Media House prospects

Professional Experience

Kurban Group, Beirut, Lebanon

Feb 2018 – Present

MARKETING COORDINATOR & COPYWRITER

- Social Media monitoring, reporting, and marketing advisory
- Operations coordination and follow-up on campaign deliverables, production and quality assurance
- Support coordination with the marketing team to ensure deadlines are met across group brands
- Support coordination with accounting team on supplier payments
- Follow-up with third-party service providers on timely delivery
- Backend web mastering
- Copywriting and content writing (uplifting of portfolios, packages, websites, newsletter, email templates, and SMS)
- Newsletter and email shot delivery
- Support of sales teams to ensure best and timely client service level across Social Media channels

Joint Media House S.A.R.L, Zouk Mosbeh, Lebanon

Oct 2016 – Feb 2018

ASSOCIATE MARKETING CONSULTANT

Client Servicing:

- Research market trends for the benefit of decision making
- Project creation and management utilizing Pipefy
- Operations Follow-up – Samsung S8 & Samsung Youngsters Academy
- Meet with clients to determine their advertising needs (Definition of Scope of Work and Brief acquisition).
- Develop advertising solutions based on determined needs.
- Internal coordination with graphic designers as well as end-to-end audit and progress tracking on Pipefy

Presales activity:

- Setup of marketing plans and advertising deliverables with prospects for pitches and jobs
- Marketing Mini Plan preparation and Pitch presentation
- Copywriting in English, French, and Arabic (Embassy of The Republic of the Sudan, Joaillerie Moukarzel Paris)
- Content writing: social media pages in different languages, client portfolio, website content, sitemap amendment.
- Social Media monitoring, reporting, and marketing advisory for clients
- WordPress CMS manipulation and backend editing and uploading on various client websites
- Coordination of presales pipeline and follow-up
- Opportunities creation and management on Pipedrive
- Price quotations Initiation and deal follow-up

Lorem ipsum SAL, Beirut, Lebanon

Feb – Sep. 2016

ACCOUNT EXECUTIVE**Client Servicing:**

- Develop and maintain lasting relationships with clients to ensure recurring business
- Maintain constant contact with clients to ensure satisfaction.
- Internal coordination with graphic designers as well as visuals and amendments end-to-end audit.
- Follow-up with suppliers on delivery time and quality control of printed deliverables (e.g. brochures, bags, Flex)
- Media plan execution meeting pre-set deadlines.

Project planning:

- Setup of marketing plans and advertising deliverables for current and new projects with clients and prospects for pitches and jobs. (Advertising plan for an undisclosed foreign company – Airlines and another one for a Holding, Mall, Hotel); Pitch for a local automotive company).
- Follow-up of plan execution in full
- Copywriting in English, French, and Arabic for corporate material (brochures, website...) and corporate communications (PowerPoint presentations, press releases, email shots, SMS shots, etc.)

Education

Université François Rabelais de Tours, Tours, France

2013 – 2015

Institut d'Administration des Entreprises (I.A.E. de Tours - France), Masters, M.B.A. / Marketing des services

Thesis: The Low- Cost Model: A Low-cost hotel implementation and market perception (in French)

Université Saint-Joseph de Beyrouth, Beirut, Lebanon

Faculté de Gestion et de Management, Master, M.B.A. / Marketing des services

Université Saint Joseph de Beyrouth, Beirut, Lebanon

2010 – 2013

Faculté de Gestion et de Management, B.A. / Business and Management

Collège Mariste Champville, Dik el mehdi, Lebanon

1991 – 2008

Lebanese baccalaureate in Economics and social studies

Languages

Fluent in Arabic, French, and English (spoken and written)

Social activities

Community manager of a private LinkedIn group for the employment

Member of the pastoral council of the catholic church of La Celle Saint-Cloud since 2016

Interests

Physical activities: Social Dancing, Swimming, Camping

Literature: Economy, Low-Cost, Marketing, Advertising, Digital strategy