



AMANI KAAKOUR

✉ amani.s.kaakour@gmail.com

☎ +961 70 13 90 10

📅 26-11-1991

🌐 Lebanese

📍 Beirut, Lebanon

💬 Arabic, English & French

OBJECTIVE



Seeking a challenging position in a company, where I can use my knowledge in Marketing and Communication to improve the performance of the products/services, and work in a dynamic teamwork environment and a friendly atmosphere.

EDUCATION

- **2009-2013** American University of Science and Technology
B.A. in Marketing and Advertising
- **2009** Amjad High School
Lebanese Baccalaureate in Economics and Sociology

WORKSHOPS

- Emotional Intelligence and Body Language
- ACT Leaders a Workshop by Dr. Fadi Hashem (2014)

Certificates available upon request

EXPERIENCE

2016 - Present **Integrated Digital Systems (IDS)**

Marketing and Digital Communication Supervisor

- Determine marketing objectives, plan marketing activities, and develop strategies for execution
- Define digital marketing strategies for products and track their effectiveness
- Conduct thorough market research and competitor product analysis
- Build brand image and corporate identity: company profile, banners, stands, etc....
- Write product documentations
- Develop product PowerPoint presentations and deliver presentations to prospects/clients
- Develop product brochures and flyers
- Train on software products and deliver business demos
- Develop online & offline marketing campaigns
- Manage greeting cards artwork for holidays and occasions (send emailers / post on social media)
- Manage company stationery design in alignment with corporate identity (business cards, letterheads, envelopes, notebooks, pens, etc....)

- Coordinate with printing press for all printed material
- Decide on promotional items and corporate giveaways
- Lead a team of marketing officer and graphic designer
- Frequent work and interaction with all departments
- Coordinate with sister companies and partners
- **Website Development and Management**
 - Plan company website structure and develop full website content
 - Manage and monitor company website functionality and content
 - Coordinate with web designers and developers for website improvements
 - Update website content regularly
 - Produce articles, news, testimonials, and press releases for important milestones
 - Write and edit all company news stories
 - Maintain website SEO
 - Develop content for clients' websites
- **Events Management**
 - Attend and sponsor forums and exhibitions
 - Organize conferences, seminars, and events
- **Proposals Development and Pre-Sales Tasks**
 - Produce proposals based on client requirements
 - Produce concept designs for websites and mobile applications
 - Develop proposals for large bids and tenders (government and other public bids)
 - Monitor websites and newspapers for bids and tenders
 - Research new bids/tendering sites
 - Research new partnerships and new markets
 - Research new opportunities and prospects

2015 - 2016

Integrated Digital Systems (IDS)

Marketing Officer

- Co-preparation of marketing plan with the marketing manager
- Write articles, news, testimonials, and press releases for important milestones
- Develop product PowerPoint presentations
- Develop product documentations, brochures, and flyers
- Research competitor products
- Manage social media channels
- Execute social media management strategies set by marketing manager
- Ensure social media channels are well aligned with brand identity
- Maintain website SEO
- Monitor digital media performance and track web analytics (website, newsletter, social media)
- Organize and attend events in coordination with the marketing manager
- Update website content regularly
- Build monthly e-newsletter in coordination with marketing manager

- Design greeting cards for important holidays and occasions
- Conduct intensive research for important industry/sector news
- Work closely with in-house designers
- Help in designing brand image and marketing material
- Coordinate with printing press

2014 - 2015 **BMB GROUP**

Sales Executive

- Manage the day-to-day operations of the department
- Manage files and records
- Prepare proposals for prospects
- Manage clients' accounts
- Manage post sales services
- Compute the cash flow of each salesperson and the whole department
- Update the clients about the new offers and products
- Collect client's feedback for quality assurance analysis
- Delivery management
- Prepare weekly plan for salesmen and delivery team
- Prepare weekly reports for salesmen
- Use Navision Accounting System for all transactions
- Generate monthly SOAs for all clients
- Set orders and follow with suppliers

June 2013
- August 2013

Arope Insurance

Marketing Trainee

- Market research on competitors' activities
- Follow up with agencies on brochures
- Help the team with the daily tasks
- Upload posts on Facebook
- Help the team in organizing events for brokers
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- Follow up with agencies on brochures
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SKILLS



Interpersonal skills

- Ability to work with difficult people
- Work in teams and build common understanding
- Maintain good etiquette and working manners
- Creative and innovative
- Good attention to details
- Openly communicates to the team in an enthusiastic and motivated manner
- Positive 'can do' attitude



Computer skills

- General Software Packages
- Microsoft Office (Word, Excel, Visio, and PowerPoint)
- Adobe Illustrator
- Adobe Photoshop
- Manage a website's back office
- Ability to quickly adapt on software usage



Communication & writing skills

- Ability to express ideas clearly
- Write coherently
- Communicate effectively with people of diverse backgrounds