

## Elie A. Saliba

BYBLOS - Lebanon

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### Personal Profile

20 years of experience in Information Technology, IT Security, Human Resources Information Systems and Digital Marketing & Social Media. Expertise in providing hands-on leadership and direction for the above. Good team leader and ability to work under pressure. Good management skills. An accomplished and driven professional with an entrepreneurial spirit. Possessing a proven ability to contribute to a company at both strategic and operational level when delivering people management strategies.

Looking for a varied and challenging role with an organization where I can make a name for myself and be rewarded financially for hard work.

### Current Commitment

01/2009 - ongoing

#### GATES Services (Jbeil, Lebanon)

CEO: Manage the company in all its departments (digital, marketing, social media, web development, design & advertising)

*Major Clients: Municipality of Jbail-Byblos – Georges Hobeika Couture – Azar Safety – JSK Real Estate – Momkin Oman – Techno Mall – Profal Hussein – Hawat Development – MATLAB sarl – International Maritime Academy – 3<sup>rd</sup> Dimensions Oman*

- Responsible of developing and launching a Digital Marketing Strategy plan for the clients.
- Developing a Media Plan
- Social Media Management
- Social Media Marketing
- Email Marketing
- SMS Marketing
- WhatsApp Marketing
- Website Development
- Website Management
- Search Engine Optimization
- Search Engine Marketing
- Approve and manage the Content Management of various clients.

10/2008 – 06/2016

#### Byblos Bank S.A.L (Beirut, Lebanon)

*Head of HRIS Unit (Human Resources Information Systems):* Facilitates and supports key processes and accountabilities within Human Resources, primarily in the area of Human Resources Information Management.

- Having overall responsibility for the HR policies and procedures in the bank. Also managing the information held on the HR database and personnel files to ensure it is updated in a timely and accurate manner. Ensuring that all procedures comply with the Bank Policies.
- Works on problems of various scopes where analysis of situations or data requires a review of identifiable factors; exercises judgment within defined procedures and practices to determine appropriate action; may recommend changes to existing procedures and practices based on analysis of data.
- Oversees technology projects include ensuring quality, timeliness and

proper use of HR information retrieved from systems, reviewing and prioritizing system maintenance and creating enhancement requests for HR module, ensuring security of HR information through established security protocol, leading project teams for integrations, upgrades, modifications, enhancements, etc., and participating in issue tracking and resolution formulating for all HR systems.

- Analyze HR processes and make recommendations for improvements via the use of technology; oversees the specifications, development and implementation of new or redesigned systems, reports, and procedures for HR module users to ensure efficient business processes.
- Researches new techniques in the development of systems and maintains knowledge of current trends and strategies in technology fields relating to HRIS.

## Career History

01/2005 – 10/2008	<b>Byblos Bank S.A.L.</b> (Beirut, Lebanon) <i>Security Administration Team Leader (Group Risk Management):</i> Team leader & authorizer reporting directly to Head of Information Security.
01/2004 – 01/2005	<b>Byblos Bank S.A.L.</b> (Jbeil Branch, Lebanon) <i>Retail Banking Officer:</i> Reporting to the Branch Manager.
07/2000 – 12/2004	<b>Byblos Bank S.A.L.</b> (Beirut, Lebanon) <i>Senior Operator (Banking Technology Division):</i> Reporting to the Head of Operation.

## Key Competencies & Skills

### Digital Marketing

- Paid social media advertising
- Sales skills
- Specific marketing channel
- Ability to think objectively
- Ability to execute and analyze drip marketing campaign
- Creativity
- Analytics
- Copy & visual storytelling
- WordPress
- SEO
- SEM
- AdWords → Google Ads
- Facebook Ads
- Instagram for Business
- Facebook Business Manager
- Google My Business
- Listening skills
- Agility
- Basic design skills

### Human Resources

- Able to develop, maintain and implement HR policies
- Experience of managing grievance and disciplinary procedures.
- HR Strategy Development Workshop
- Oracle HCM PeopleSoft Workshop
- Ethics & Fraud

- Basics of Risk Management

## Personal

- Excellent organizational skills.
- Able to tactfully deal with difficult and sensitive situations.
- Good oral and written communication skills.
- Influencing, persuading, coaching and negotiating skills.
- Pro-active and self-motivated.
- Ability to prepare and present reports to director level.
- Effective Personal Productivity
- Real People Management
- Leadership Know yourself & other
- Balanced Wheel of Life
- Principles of Action

## Academic Qualifications

01/1996 - 07/2000

### Lebanese American University – Byblos Campus

*BS Software Engineering in Computer Sciences:* Started my degree in 1996 in LAU Byblos.

Major courses: Software Engineering, Operating Systems, System Analysis, Computer Architecture, Advanced Computer Network, Artificial Intelligence, Advanced Computer Programming, Data Structure, File Processing, Database Systems, ...

## Personal Details

**Date of Birth** | 23<sup>rd</sup> June 1976

**Nationality** | Lebanese

**Marital Status** | Married with 3 children

**Languages** |

- English
- French
- Arabic (Mother tongue)

**References** | Available on request.