

Aline Bakhos

License Maitrisee Advertising & Marketing

Profile

Organized, dedicated, and deadline-oriented with more than 13 years of experience in Marketing, Sales, Media & Advertising.

Personal Information



Ain Aar
Lebanon



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alinebakhos@gmail.com



June 30, 1982



Education

Lebanese University
Faculty of Information & Documentation

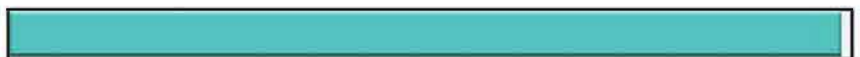
Class of 2005

License Maitrisee
in Advertising & Marketing

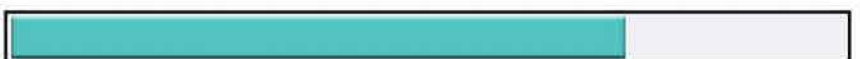


Technical Skills

Mircosoft Office



Adobe (Photoshop & Adobe Premiere)



Internet & Social Media Platforms



Personal Skills

- Time Management* ☒
- Decision making* ☒
- Creative Thinking* ☒
- Self- Motivation* ☒
- Visual Communication* ☒
- Multitasking* ☒
- Working Under Pressure* ☒

Interests

-  Reading
-  Travel
-  Music



Objective

I'm looking for an interesting job opportunity with growth potential that will allow me to use my skills in the field of Media and Marketing in an organization that provides a balanced work-life environment.



Summary Of Experience

Executive Manager

Director of Sales

Media Manager



Languages

English

Fluent

French

Fluent

Arabic

Fluent



Professional Experience

Executive Manager

Prime Time Media LLC (Crisp Network) Lebanon Branch

September 2016-November 2019

Responsible for the overall well-being of the company's operations
Hiring and training new employees and handling disciplinary issues
Handling multiple social media platforms (Facebook-Instagram-Twitter...)
Designing social media strategies to achieve marketing targets
Handling and creating ad campaigns on ads manager and on Google ads.
Handling the official communication with Google and Facebook.
Monitoring Google ads sense and Google analytics.
Oversee the production of digital media including videos & website development
Creating engaging content reaching 18M Arab millennials monthly
Supervising content creation from pre-production to publishing
Research and brainstorming ideas for videos of different subject :
food, beauty, sports, and entertainment
Collaborating with design and marketing team to create a brand identity
Create concepts and templates for digital content
Take briefs from clients and ensure all content meets client's requirements
Provide production cost estimates and quotations, and monitoring budgets
Developing content calendar for multiple channels
Identifying and studying audiences of MENA region
Responsible to resolve all the technical issues and IT job in the office
Handling the communication with all the suppliers.
Preparing all the needed report for everything related to work.



Professional Experience

Director Of Sales

At7addak.com Beirut- Lebanon

May 2012 - September 2016

Building and developing relationships with all the leading advertising agencies in the region.

Developing and presenting potential advertising opportunities to agencies and direct corporate clients.

Preparing and delivering sales presentations to new and existing customers to sell new advertising campaigns.

Creating sales materials including media kits" offers and presentations.

Conceptualizing prospective sales strategies to address client needs.

Knowledge of various advertising technology formats website" social media" video" newsletters.

Generating accurate and timely reports on advertising campaigns and performance.

Conducting market research to determine current trends and monitor analyze competitors.

Building and managing a sales team.

Contributing to the ongoing creative and strategic development of existing and new products.



Professional Experience

Media Manager

Reflection Advertising Dubai- UAE

Jan 2011 - April 2012

Handling the media activities for Reckitt Benkiser Account in the Middle East and North Africa

Negotiate directly with the media vendor.

Make decisions regarding spending levels and placement tactics.

Manage media budgets and execution of authorized plans, purchase orders and media payments.

Approve advertising billing and invoices for payment.

Maintain accurate spending forecasts, manage all activity for media budget tracking.

Advise marketing management on development of media policies to ensure maximum effectiveness.

Work with Market Research" agencies and brand teams to optimize return on investment for media planning and advertising management.

Monitor the media marketplace to stay abreast of trends" identify opportunities and emerging issues and understand new technologies and consumer reaction.

Manage the media planning and media buying processes.

Build annual media plans and make subsequent plan revisions for multiple brands, marketing programs and new initiatives.

Manage media agencies in the development and execution of media plans ,from recommended purchase through post analysis.

Act as primary contact with media agencies Supervise TV, Print, online, OOH and other media planning, buying and scheduling.

Oversee all media vendor relationships, media negotiations" and contractual agreements.

Prepare all the competitive media analysis



Professional Experience

Booking & Administrative Manager

Group Plus Bahrain & Dubai

June 2006 December 2010

Responsible for the booking of 4 publications
Campus Journal-The Buzz Magazine-Al Mal Newspaper and
Shams Newspaper along with the Outdoor sales in Beirut
International Airport and Radio / Outdoor Sales in Bahrain.
Responsible for the booking order in UAE and Bahrain Market.
Responsible for the Accounting report that shows all bookings.
Prepare the Media Plan.
Prepare invoices and send to clients.