



Mazen Saab

+961-3060393

Mazensaab1992@gmail.com

www.linkedin.com/in/mazen-saab-6a9b75a3

Summary

Experienced Senior Marketing Executive with a demonstrated history of working in the automotive industry. Skilled in Negotiation, Lead Generation, Event Planning, Marketing Strategies, Sales, Customer Relationship Management (CRM), and Presentation Skills. Strong marketing professional with a Bachelor's Degree focused in Marketing from Lebanese American University.

Skill Highlights

- Project management
- Complex problem solver
- Online Marketing – Digital & Social Marketing
- Brand Management
- Event Planning
- Key Performance Indicators
- Innovative
- PR & Corporate Communications
- Product Marketing - Marketing Strategies & Research
- Competitive Analysis
- Multi Channel Marketing
- Budgeting

Experience

RYMCO (Rasamny-Younis Motor Company) Beirut, Lebanon, (Nov 2014 – Present)

Senior Marketing Experience. My role is to develop new strategies to reach the maximum number of people possible, build up innovative marketing campaigns, handle all the Social/digital marketing of the company including negotiating with consumers and developing the customer relationship management. Dealing with agencies, handling barter deals, preparing events, preparing payment requests, Trail product line sales and costs by analyzing and entering sales, expense, and new business data, researching competitive products and evaluating product characteristics, market share and pricing with a brand focus on INFINITI and GMC luxurious brands.

Aftersales Marketing Manager (March 2019 – Present)

Recently I was assigned to handle the corporate image of RYMCO. Acting as RYMCO after sales marketing manager developing new strategies and campaigns to fulfill our customers' needs and provide them with the best experience. The strategies cover all aspects of after sales including retention, recalls, pricing, Accessories, Spare parts, service, follow-ups, branding and activations.

Listing Few of the Tasks below:

- Analysis of campaigns to identify areas of improvement, provide recommendations and implementation
- Assisting the Marketing Manager to leverage 3rd party database, including data mining, analysis and develop the strategy for increase both revenue and brand awareness
- Development and execution of creative event concepts, including end to end event management
- Assisting in marketing CRM management
- Develop and drive effective integrated marketing campaigns (including use of Salesforce CRM system to create and manage mailing lists)
- Developing content, including engaging landing pages for online campaigns, webinars, events, videos, FAQ's
- Managing design agency briefings and production including copy writing, print production & artwork

- Work with Marketing Manager to strategically plan campaign and promotional calendar by channel
- Working with Marketing Manager, play lead role in planning and developing digital plans for INFINITI & GMC brands
- Working with data management team to define data segmentation to identify and target customers effectively

Daou Oil / Winco – Family Business Khalde, Lebanon, from (July 2011-Current). My role purpose is to develop and manage the sales efforts of the company's products and services which includes proactive cross selling of profitable FMCG products and the provision of the overall work flow of the gas station including the car wash service. Some of my main tasks include developing client relationships, calculating the inflow of cash, matching bills with relevant stock, closing deals with suppliers, negotiating with supplying companies regarding mode of payment, package prices and distribution times.

Education

Lebanese American University (LAU) – Lebanon Oct 2010- June 2014

School of Business Emphasis in *Marketing*

Beirut Universal College (BUC) Sept 2009-June 2010

Lebanese Baccalaureate

International School of Choueifat (SABIS), Lebanon 1994 - June 2009

Lebanese Brevete

Languages

High Fluency in Arabic and English both spoken and written

PERSONAL DATA

Date of Birth: 8/5/1992

Nationality: Lebanese

Marital Status: Single

Certifications

- March 2012: Attended Rotaract Youth Leadership Award conference and gained the leadership certification.
- March 2013: Attended RYLA conference in Ehden , A presentation on “ Inspiring Change” by Minister Misbah Al Ahdab.
- June 2017 : Attended Social Media & Digital Training Courses
- March 2018 : Attended the I-Care Active Courses “ The Six Levels Of Service , Your Perception Points .
- April/November 2018 : Attended INFINITI Regional Marketing Conference
- April 2019 : Attended the regional GMC marketing training and conference
- May 2019 : Social media and digital training course by OMD