



## Jihad Gemayel

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Skype- jaygema

Management | Strategic Business Development | Marketing communications | Media.

Accomplished, innovative and result oriented marketing communication manager focused on achieving success in a highly competitive environment that demands continuous creative, analytical and strategic improvement, with experience in long-range growth plans with a strong track record of performance.

### **CORE COMPETENCIES:**

- Strategy, Vision & Mission Planning
- Policy & Procedure Development
- Budgeting, Planning & Forecasting
- Marketing Leadership
- Team Building & Performance
- ATL & BTL Marketing
- Brand Development
- Business Development
- Negotiations & Strategic Alliance
- Marketing Strategy
- Media Relations & PR
- Online – Internet Marketing

## **Work Experience**

- Actively participated by directing and managing marketing and new business development functions in the GCC and the MENA region.
- Developed, implemented marketing plans in Lebanon and across the Arabian Gulf.
- Sponsorship - Franchising owned and international brands.
- Built and sustained open and constructive relationships with key accounts.
- Established an ideology network database in Lebanon bridging the GCC.
- Managed all Brand Enforcement (BE) operations.
- Initiated and led the signing of agreements with major accounts across accounts.
- Developed and conducted subsidiaries across MENA.
- Evaluated, exploited and developed intelligence on branding and secure evidence for audience reaction.
- Developed and implemented brand management and strategy plan to ensure all objectives are achieved.
- Recommended and managed all brand activity to ensure fit with brand strategy and corporate guidelines.
- Developed and implemented online strategic marketing, advertising and promotional campaigns for accounts managed.
- Initiated and coordinated of various ATL & BTL projects online - offline.
- Market research and analysis, market research and development.
- Developed business pitches for potential and penetrating new markets.

**Ideaz Factory – Beirut , Lebanon**

**Sr Marketing & Communications - Business Development Manager**

**Jan 2006 / Present**

- Developing tools and methodologies related to planning, executing and monitoring communications campaigns e.g. campaign management, market research, message targeting, message-impact evaluation, research and analysis, marketing consultant.
- Outlining and planning a variety of written communications products in a clear, concise style and effectively disseminate information and build/maintain effective business connections.
- Social media culture and understanding the fine line of managing professional and effective social media presence.
- Sales techniques and team leadership, developing strategy, tactics, sales plans and profit targets broadening client database by marketing activities and plans.

**My core responsibilities are:**

- Lead assigned Account Management team.
- Master and maintain vast knowledge of clients business, competition, and industry news and trends.
- Brand management, brand architecture and achieve overall business goals for the brand.
- Managing the social media marketing strategy, execution of all social media activities.
- Manage cross functional team members for assigned accounts.
- Ensure development and execution of advertising campaigns while liaising with the creative department with continuous follow-up.
- Financial analysis and budget planning.
- Build and maintain relationships with key accounts.
- Drive client reviews, meetings and presentations.
- Participate in the hiring, training, development, mentoring and retention of staff members.
- Direct and supervise market research and analysis.

**T-Mobile - New York , USA**  
**Marketing & Communication Manager**  
**Sep 1998/Dec 2005**

- Manage and coordinate all marketing, advertising and promotional staff and activities.
- Executing and monitoring communications campaigns, marketing communications, campaign management, market research and analysis.
- Develop and implement marketing plans and projects for new and existing service.
- Manage the productivity of the marketing plans and projects determine and manage the marketing budget, develop pricing strategy.
- Liaison with media and advertising.
- Working with management teams to manage new service.
- Managing distribution channels for service.
- Analysis of the effectiveness of all marketing efforts.
- Fully proficient management skills, leading and supervising a big team of staff to ensure efficiency and smooth flow of work.

**Philip Morris - Accra Ghana , West Africa**  
**Marketing Manager**  
**Oct 1992 / May 1998**

- Market research and studies analyzed their findings.
- Support the creation of the marketing and Sales Kit within strict timelines.
- Coordinated preview product launch activities for successful campaign.
- Monitor market trends and behavior.
- Creating a unique network of dealerships in Ghana.
- Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and service.
- Consult with buying personnel to gain advice regarding the types of products or service expected to be in demand.
- Select products and accessories to be displayed at trade or special production shows.
- Communications program to enhance the reputation of the organization. Initiated and implemented crisis communications activities to maximize performance and created organizational policies in compliance with organization's goals.

**Education:****Notre Dame University (NDU) Louaize - Lebanon**

B.S. Business Administration 1992\*

**Brummana High School - Lebanon**

\*Baccalaureate II – Mathematics 1977 / 1990

**Skills:**

**Strategic Planning, Strategic Sales and Marketing, Creative Direction, Business Development,**

**Driving Business Growth**

**Level:** Expert | **Experience:** More than 15 years | **Last Used:** 1 month or less

**Standardized Policies and Procedures, Customer Service, Revenue Generation, Competitor Analysis**

**Level:** Expert | **Experience:** More than 10 years | **Last Used:** 1 month or less

**Market Research, Business Feasibility Studies, Product Management, Marketing Consultancy**

**Level:** Expert | **Experience:** More than 18 years | **Last Used:** 1 month or less

**Brand Management, Customer Relationship Management, Coordinating Departments**

**Level:** Expert | **Experience:** More than 15 years | **Last Used:** 1 month or less

**Budgeting and Forecasting, Marketing Communication and Strategies, Variance Analysis**

**Level:** Expert | **Experience:** More than 15 years | **Last Used:** 1 month or less

**Training and Development, Contractual Negotiations, Managerial Decision Making, Reporting**

**Level:** Expert | **Experience:** More than 12 years | **Last Used:** 1 month or less

**Leadership, Team Building, Motivation, Communication, Ability to work under pressure**

**Level:** Expert | **Experience:** More than 15 years | **Last Used:** 1 month or less

**Analytical Ability, Critical Thinking, Decision Making and Problem Solving, Time Management**

**Level:** Expert | **Experience:** More than 15 years | **Last Used:** 1 month or less

**Computer Related Skills: MS Office and Internet Usage**

**Level:** Expert | **Experience:** More than 15 years | **Last Used:** 1 month or less]

**Personal Information:**

Born April 24, 1971 – Single - Lebanese

Languages – Arabic – English - Spanish