

ABOUT

GHASSAN MABSOUT

Digital Project Manager with Startup experience, skilled in marketing and e-commerce.

From Beirut, Lebanon
16.04.1990

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ADDITIONAL

LANGUAGES

Arabic (native); English (fluent);
French (working); Italian (basic)

TRAININGS

Digital Marketing Bootcamp (Growth Velocity Academy, 2019); Assertive Communicator (L'Oréal, 2019); Value of Receiving Feedback (L'Oréal, 2019); Organizational Leadership (HEC, 2013)

TOOLS

G Suite, Office 365, Facebook Business Manager, Google Ads, Google Data Studio, Google Analytics, SimilarWeb, Magento, MailChimp, Balsamiq, Trello, Asana, Instagram, Typeform, Slack

INTERESTS

Completed 10-day meditation courses. Read 30+ business and self-improvement books incl. 'Think and Grow Rich' and 'Art of Mental Training'. Daily Spotify user and playlists curator. Juventus supporter since 1998.

EXPERIENCE

L'OREAL | SEP. 2018 - PRESENT

Digital Project Manager - Beirut, Lebanon

Leading a digital transformation within the constraints of a large organization. Overseeing six brands and three e-commerce websites across three countries.

- Managed all facets of the e-commerce operation: financial tracking, inventory coordination and marketing
- Ensured User Experience on e-retailers websites including design, content and navigation; documented specifications into detailed work order to track and make sure requirements are built accordingly
- Worked closely with marketing teams to create, deploy and optimize 50+ campaigns across digital platforms; designed a data dashboard to monitor campaigns and issue timely recommendations
- Recognized need for a better CRM tool; delivered a business case including project scope, detailed objectives, supplier selection and costs
- Directed COVID-19 acceleration plan that involved launching D2C from scratch and resulted in record-high online sales in March and April

SOULMADE.COM, formerly MYSOUK.COM | AUG. 2013 - APR. 2018

Co-founder and CEO - Beirut and Dubai

Launched an e-commerce business to help niche fashion and homeware brands reach global customers. Led a remote team of five and secured US\$320k in equity funding across four years.

- **Business:** researched and analyzed market data to identify market size and competitive landscape; presented a marketing plan with a five-year financial forecast
- **Communication:** came up with the name 'Soulmade'; oversaw development of the brand's identity (values, message, tone of voice); assembled and led a team of experts including art director, social media manager, and copywriters
- **Development:** drafted website blueprints and managed web designer; co-wrote specification document for a custom-made CMS; performed frequent testing to ensure optimal website functionality
- **Growth:** planned and executed a Facebook ad campaign with 100+ creatives running; Led SEO strategy and implementation; grew the business from nil to an annual turnover of c. US\$250k in 2 years

EDUCATION

HEC PARIS, FRANCE | 2012 - 2013

Master in Management Grande Ecole, M1

AMERICAN UNIVERSITY OF BEIRUT, LEBANON | 2008 - 2011

Bachelor of Arts in Economics

INTERNATIONAL COLLEGE, LEBANON | 1993 - 2008

French Baccalaureate, Economics and Sociology