

# Marie-Joe Jamous

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Roumieh, Lebanon



## EXPERIENCE

**WineCo Swiss SA** Swiss Based Company with Offices in Lebanon/ Founders of Vintage Cellar app, a fine wine platform that supports investors and collectors in their Fine Wine Journey **Nov 2023- Present**

### Digital Marketing Manager

- Developed and implemented comprehensive digital marketing strategies to achieve business goals.
- Collaborate with cross-functional teams from which content writers, graphic designers, media agencies, and internal parties to align on digital initiatives.
- Planned and executed Social Media campaigns on META business suite and Ads manager.
- Created email campaigns on Hubspot and automated journeys for all customer segments.
- Provided regular reports to Management taken from Shopify, Analytics and our CRM tool highlighting successes, areas for growth and failures.
- Worked alongside the agency to revamp, upskill the mobile app and the website in terms of design, UX/UI, architecture, content material, CTAs, ...

### Philip Morris International

#### Ecommerce Supervisor

**Jan 2022- Sept 2013**

**Owned Ecom/lb.Iqos.com**

- Launched iqos.com in Lebanon in August 2022 by holding daily status update meetings with project stakeholders like IT, Logistics partner, digital team, digital agency, data warehouse system, invoicing partner, etc  
Handled all projects deliverables from contract drafting, project governance and infrastructure processes, testing, deployment to Live and follow up on platform integration issues.
- Liaised with Digital team on UX/UI improvement plans, categories listing, PDP content, marketing material for new product launches.
- Managed Stock move, Physical and Virtual and matched in case of discrepancies.
- Communicated with Customer Care on integration issues impacting Customer Experience as well as orders' inquiries.
- Made sure sales are integrated into PowerBI and drafted weekly reports with a special focus on promotions.  
Activated promocode and tested needed API changes to reflect product price changes.  
Overlooked reconciliation of products monthly and submission to finance team.  
Kept a Net Promoter Score (NPS) higher than 70 for the full year.
- Discussed an expansion plan with LSP to reach same day delivery throughout Lebanon and decrease delivery Led time.
- Generated Google Analytics reports and set up plans to improve conversion rate

#### Third Party Apps/Websites Listing: Ten05 + Toters

- Prepared for New Product Launches and promotional activities
- Liaised between internal IT and third party on generic API integration to receive order information related to PMI's product categories.
- Made sure communication activations went live as planned
- Tested new features and reported issues
- Approved their marketing Plans to boost website leads and conversions like content marketing plan, Social Media posts, UGCs and influencer programs, product professional shoots, budgeting, etc
- Assured availability of stocks throughout all different stores and locations
- Liased between customer care and site content team to answer customer queries

### Sanofi-Aventis Liban SAL

#### Turkey & Levant Digital Marketing and Omnichannel Platforms expert

**March 2021– Nov 2022**

- Supporting Digital Growth tactics by contributing to the design of omnichannel campaigns, customer journeys and segments definition, managing customers lifecycle (awareness, acquisition, activation, conversion, retention, revenue, referral), building effective engagement loops and optimizing conversion.
- Providing guidance and execution of marketing campaigns by using omnichannel engagement tools and platforms and setting the right Call to Actions (CTA) and following the template designs approved by Global.
- Monitoring automated tasks to detect issues and use A/B testing to maximize marketing campaigns effectiveness

- Assisting definitions/registrations of users in relevant tools
- Performing technical and User Experience (UX) analysis in Omnichannel platforms and campaigns
- Experimenting new platforms and formats such as Podcasts, Landing pages, Whatsapp Business channel...
- Executing monthly review meetings with different Business Units to analyze and understand campaign performance and enhance capabilities.
- Leveraging on cross country tools and platforms like eROL mobile app, Mailchimp support for email marketing launches and Survey creations on Survey Monkey.
- Drafting Local Digital Guidelines documentations and SOPs in-line with the Global Operating Procedures
- Managing a Gamification mobile application to reinforce Sanofi Culture and Education for the salesforce.

## **Multichannel Engagement (MCE) & Digital Lead at Sanofi Levant**

**May 2018 – March 2021**

- Supported marketing teams in the implementation, approval processes, SOPs, contract creations, User Experiences on platforms and design of their websites and apps
- Localized projects available within Sanofi to our Levant region
- Set and revisited digital strategy and priorities by Brand, with a special focus on our 3 pillars: Data, Digital therapeutics, and MCE
- Supported teams with Digital needs on internal tools such as Brightcove, Zoom, etc.
- Worked closely with other support functions on the internal approvals and processes of Mobile apps through eMAP and Appkeeper by submitting documentations pertaining to DHSC, PDPA, GxP risk classification, PV and SCA...
- Planned a collaboration with Smart ESA to recruit startups and ideas in Digi-health
- Worked on the launch of a Gamification app specific to reps to enhance their engagement with Sanofi
- Accelerated conversion of F2F visits to eCalls (Via Zoom) along with MCE Lead, SFE and PMs and implemented a plan of action for remote detailing and campaign launch respective to all specialties with specific timelines and reporting system via MI tool during the transformational phase during COVID-19 (Mar- Jun 20)
- Shifted HCP events to webinars and eRTDs by setting the right governance when it comes to consented/non consented HCPs
- Set a post confinement MCE plan with a focus on number of touchpoints with HCPs whether corporate or rep triggered
- Worked collaboratively to help BUs design, deploy and measure effective multichannel strategies and campaigns
- Launched tools like HighP (Video messaging platform sent via email and SMS), Mailchimp, Zoom Webinars, Survey Monkey... and granted Continuous Support
- Implemented A/B testing on tools and campaigns to optimize User Experience and engagement and improve KPIs such as Open Rate, Click through rate.
- Liaised with Global to grant accesses to the team on the Content Factory for the creation/localization of material and with external parties for campaigns acceleration whenever needed
- Analyzed campaign results and shared best practices with the team
- Trained PMs and support functions involved in MCE such as communication, medical, ITS... on campaign archetypes set by Global and other Digital marketing specific metrics and KPIs such as Conversion rate and tracking
- Planned and set in place a workstream to roll out an HCP behavioral dashboard, focused on latest HCP trends, preferences and persona identification
- Reached 80% of HCP Consents in our POA list

## **EDUCATION**

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**IE Business School, Spain**

**Masters in International Management - Digital Business Specialization**

**2012-2013**

**Notre-Dame University, Lebanon**

**BA Advertising & Marketing**

**2007-2010**

**College Melkart, Lebanon**

**French Baccalaureate – SE**

**2007**

## **LANGUAGES**

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**English Proficient**

**Arabic Native**

**French Proficient**

**Spanish Basic**

## **HOBBIES**

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**Playing Football and/or different recreational sports, Singing and International Travel.**