

# Ibrahim H. Younes

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## **PERSONAL INFO**

**DOB** : 8<sup>th</sup> Dec. 1987  
**Gender** : Male  
**Nationality** : Lebanese  
**Residence** : Lebanon  
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**Marital Status** : Single



## **OVERVIEW**

Over my career years on marketing experience, my focus as a marketing planner was through resilient involvement by helping corporations to design a path to growth and achieve sustainable profitability among competition and constant change. Having the leadership skills with a strong rational, emotional and spiritual intelligence along with a willingness and desire to continuously learn about new techniques to acquire new knowledge with a great desire of innovation and new ways to achieve targets and develop new markets.

The level I'm on today makes me extremely capable of designing and implementing needed procedures and operations for improved efficiency and effectiveness while maintaining best cost solutions for the organization with a clear understanding of the overlap between business needs in the market. My study in Advertising accompanied with years of marketing & advertising experience, educated me how to utilize excellent communication and organizational skills. Furthermore, my current experience in marketing has taught me to apply effective and efficient solutions in developing innovative tactics that meets all business needs.

## **CAREER EXPERIENCE**

**05/2018 – 05/2020: Regional Trade Marketing Manager**

***Tag Heuer Watches / S.T. Dupont Brand (Chalhoub Group) – KSA/UAE/EGY***

- Worked with senior management team to develop effective & based marketing plan for the region.
- In charge of developing annual plans for all regional countries inclusively of all marketing activities.
- Implemented & established marketing policies, procedures, & practice to meet requirements supporting short & long term business needs.
- Developed an international marketing & communication plan that attained key performance indicators for implemented marketing strategies.
- Overseen the marketing departments across the region, in full communication with the team & follow-up to ensure all marketing needs are met per region & deadlines.
- Organized the social media platform in terms of marketing strategy & content marketing & made sure that it works in parallel with brand's needs & position in the market.
- Conducted market research & monitored competitors' activities to identify opportunities & trends within existing & new market segments.
- Managed brand's & product's introduction to market through a strategic marketing plan, in terms of marketing, sales, advertising, & promotional activities & assessed their success against the plan.

- Worked with sales department to develop pricing strategies to maximize profits & market share while balancing customer satisfaction.
- As a direct support to sales, managed and initiated monthly team meetings with retail, purchase and visual managers: to review product performances and adjust marketing plan accordingly.
- Responsible for forecasting new products orders & logistics coordination with manufacture & head office.
- Monitored customer's feedback, market share, brand supply & demand, & analyzed profitability of stores / brands.
- Provided clear and concise marketing communication plan to management, retail, purchasing and visual team by sharing monthly report of the coming month's marketing initiatives; quarterly recap reporting previous quarters' initiatives with photos, ROI and learnings; monthly marketing budget and sales status.
- Uplifted brand desirability with acquisition offers by bonding with our guests via hosting community events; by improving the attractiveness of our off
- Monitored brand's performance in the market & liaised with the sales & operations departments to formulate action plans that meets the market rapid change.
- Worked closely with product development, branding & creative departments, alongside with social media department to ensure a successful launch of each product
- Planned & managed the company's regional & local marketing budget.
- Developed budgets & finance, including expenditures, research & development appropriations, return of investment, & profit-loss projections.

## **01/2015 – 03/2018: *National Marketing Manager***

### ***Bentley / Lamborghini / McLaren (Al Ghassan Motors) –KSA/BAH***

- Had the authority to plan, decide and approve all business-related concerns & was responsible for developing structured business plan with clear vision and objectives to achieve targeted goals.
- Planned & scheduled full year calendar including (corporate events, conferences, product launches, sponsorship activities & PR coverage).
- Controlled yearly budget plan to meet the scoped market changes accordingly with the whole & retail sales in terms of (marketing, sales, aftersales, & pre-owned). Directed cost effectiveness & provided solutions to control cost & over heads.
- In charge of company's direct reporting in terms of manufacturer reports on quarterly & yearly bases, full year's activities, & purchasing report in line with HQ & dealer.
- Acted as a single point of contact with the media agency to manage & monitor media plans for online / offline campaigns.
- Increased brand visibility by reaching and connecting with new guests via mall activations (social media, podiums, digital screens etc.) & turned increasing traffic to stores and guest database.
- Conducted daily, weekly, & monthly sales reports in line with sales & CRM team. Managed to execute all plans & reports, prior & post events with all results.
- Prepared monthly company newsletter & ensured that customers are conversant on monthly bases with the latest brand & dealer's news.
- Delivered complete data capture and process follow up post events, alongside with sales team.
- Updated all marketing plans along with sales invoices on manufacture's system.
- Sourced and negotiated with subcontractors, suppliers, internal and external supply chain, to ensure each project is successfully resourced, budgeted and managed, and delivered according to plan.
- Defined event's scope, goals, and deliverables that support business goals in collaboration with Brand's HQ & Al Ghassan Motors senior management.

## **06/2013 – 12/2014: Brand Marketing Executive**

### ***Hyundai Motors (Mohammad Yusuf Naghi Motors) – KSA***

- Managed all internal, external and crisis communications.
- Collaborated with media to encourage product coverage and promote brands.
- Collaborated with sales team to increase brand awareness and enhance business development.
- Completed in-depth reviews of market conditions and customer preferences for Hyundai products.
- Maximized advertising efforts by developing content for media relations, corporate communications and media posts.
- Studied demographic data to determine optimal targets, competitor offerings and tactics.
- Planned and executed events and marketing programs, developed innovative marketing and PR strategies
- Worked closely with all product development departments to create and maintain marketing materials for sales presentations
- Built professional relationships with distributors and media staff.

## **02/2012 – 05/2013: Key Account Manager (Lexus, Toyota, Sony Mobiles)**

### ***Gravity MENA for Marketing & Event Management – KSA***

- Planned, scheduled and managed events, corporate events and conferences, product launches, conferences, sponsorship activities & PR coverage; built calendars.
- Ensured each project is successfully resourced, budgeted and managed, and delivered according to company processes.
- Planned full events operation budget, drafted and submitted budget proposals, and recommended subsequent budget changes where necessary.
- Settled the strategic development process of the campaign, along with insights reporting including analysis and research.
- Full follow up on production orders as needed and distributed to traffic and creativity, along with media authorizations as needed and distributed to media and traffic.
- Ensured the timely and successful delivery of any solutions according to customer needs and objectives. Finalized & launched campaigns, above & below the line.

## **ACADEMIC QUALIFICATIONS**

- **2010 – 2012 (B.A) Undergraduate Major Radio/TV Filming**  
Lebanese International University, Beirut – Lebanon
- **2008 – 2012 (B.A) Major in Media & Advertising**  
Lebanese International University, Beirut – Lebanon
- **1995 – 2007 High School Degree**  
Al Etihad International School, Jeddah – KSA

## **Software Expertise**

- **Adobe Master Collection** – (Photoshop, Illustrator, Premier)
- **Microsoft Office** – (Word, Excel, PowerPoint)
- **CRM Program** – (C@B: Customer @ Bentley)

## **Personal Skills**

- A structured & innovative thinker with strong attention to details in organizing & planning.
- Advanced knowledge of creating, leading, & managing projects & campaigns recognizing priorities & working to budget restraints & tight deadlines.
- Excellent relationship builder, using a range of effective influencing skills to engage others to achieve success & get things done.
- Able to think analytically, critically, & strategically when faced with unique opportunities, challenges, prioritizing & identifying productive solutions.
- Demonstrates a sound understanding of commercial awareness & has the ability to influence others in key situations whilst maintaining positive relationships.
- Ability to establish excellent interpersonal skills amongst teams by demonstrating strong leadership & cultural sensitivity.
- Curious in learning & willing to spend time digging deep into an issue or opportunity.
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with an eye for creativity
- Proficiency in Microsoft Office applications (Word, Excel, Power Point), with effective presentation skills & budget stuff.
- Mid-experienced in Adobe Master Collection (Photoshop, Illustrator, Premier).