



MONA MAHROUK

PROJECT COORDINATION
BUSINESS DEVELOPMENT
MARKETING AND COMMUNICATION
SOCIAL MEDIA EXPERT

GET IN CONTACT

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📍 Bassil Bldg, O2 St, Orange Zone, Ballouneh, Keserwan, Mount Lebanon

Date of Birth: 14 July 1984

Professional Experience

BASSMA NGO, Development and Marketing Manager

May 2020 – Till Date

- ◆ Develop, manage and launch new programs.
- ◆ Develop work, procurement and spending plans for each new program/project.
- ◆ Write proposals meeting the tenders' requirements and deadlines.
- ◆ Monitoring and evaluating each program (activities, spending, team, volunteers, impact, beneficiary's feedback, gender equality, services, and outcome).
- ◆ Grants management of the projects/programs (funding/spending).
- ◆ Prepare monthly reports to donors for different programs (reconstruction, food, education, agriculture, women and families' empowerment).
- ◆ Launch different women empowerment programs: youth educational program, women and employment opportunities, along with programs aiming to assist self-employed women.
- ◆ Supervise the Education program (teachers' recruitment, program timeline and schedule, financial requirement, beneficiaries' assessment)
- ◆ Prepare Fundraising campaigns.
- ◆ Handle all relationships with old sponsors.
- ◆ Lead new partnerships with new sponsors, CSO's, and foundations.
- ◆ Make sure all MOU/TOR and any other contractual agreements fulfill all aspects of the project (legal, financial, and technical requirements).
- ◆ Manage all activities related to the launched projects.
- ◆ Manage all social media accounts (Concept, Design, marketing plans and campaigns).
- ◆ Set up quarterly marketing plans.

- ◆ Set up targets for each project.
- ◆ Prepare crowdfunding campaigns.
- ◆ Prepare monthly reports to donors and fundraising platforms (financial, technical, marketing, and beneficiaries' feedback)
- ◆ Prepare events for each new program.
- ◆ Attend meetings with donors, and foundations.
- ◆ Set a specific marketing plan for each program (prepare visuals, online advertising).
- ◆ PSEA-Focal point for the UN: ensure all PSEA policies and practices are applied to every new project, and train the employees on all PSEA practices.

Ministry of Interior and Municipalities, Media Advisor Assistant

Jan. 2019 – Jan. 2020

- ◆ Provide assistance to the Minister media team in charge of social media accounts.

Here You Go, Marketing consultant

Mar 2015 – Apr 2020

- ◆ Prepare the marketing plan of different mobile apps and services.
- ◆ Prepare the budget including different aspects (technical, design, marketing).
- ◆ Prepare weekly milestone to all the involved teams in order to meet project deadlines.
- ◆ Prepare the design of the Mobile App.
- ◆ Launch the projects in different regions.
- ◆ Manage all social media accounts and launch the services on different digital platforms.

Century Development SAL Offshore, General Manager

Jan 2012 – Feb 2015

- ◆ Set the yearly plan of all projects and programs (development, procurement, financial and marketing plan)
- ◆ Set the general targets to be achieved on yearly basis
- ◆ Administer policies and for the operations departments (HR department, Sales, and business)
- ◆ Prepare studies for new projects to be launched in Lebanon and the MENA region
- ◆ Represent the company in all meetings, and conferences in Lebanon and different countries in the MENA region
- ◆ Lead all meetings with potential partners
- ◆ Establish new company branches in Erbil
- ◆ Meet and hire the team members in cooperation with the HR department
- ◆ Prepare and review marketing plans with employees on a regular basis
- ◆ Plan marketing activities and review results and expectations with employees
- ◆ Establish sales goals and develop plans to achieve them
- ◆ Review business plans and sales results with staff regularly
- ◆ Prepare the yearly budget to be approved by the board members
- ◆ Assist the board in formulating policies and provide all facts needed for board decision
- ◆ Prepare proposals based on financial projections, and ROI

Numbase Group, Business Development / Marketing Manager

Jun 2007 – Dec 2012

- ◆ Setup marketing and advertising plans for new services and markets
- ◆ Create new contacts with Operators and clients in Lebanon and the MENA region
- ◆ Structure development and strategic plans
- ◆ Preserve business relations
- ◆ Coordinate and lead business meetings
- ◆ Finalize contracts with new operators
- ◆ Conduct market analysis, in order to launch new services
- ◆ Setup strategies and targeted revenues to be achieved for each account manager
- ◆ Business development and analysis for each launched service
- ◆ Increase ARPU by creating and launching new services for operators
- ◆ Day to day follow up of team tasks
- ◆ Setup tasks for all account managers
- ◆ Coordinate the technical team tasks
- ◆ Coordinate and process clients and Media channels requests
- ◆ Create and launch new services
- ◆ Prepare proposals according to business cases, projections, and penetration rate.

Antonine International School (AIS), Public Relations Department

Sep 2005 – Oct 2006

- ◆ Administration
- ◆ Relation with parents
- ◆ Relation with publishers

Miscellaneous

- ◆ Sales Representative at ABC Dbayeh (2004)
- ◆ Member of Marketing department At Marks & Brends advertising Company.
- ◆ Host of a Television Program at Orbit TV for One Year (2003)

Critical Strengths & Competencies

*COMMUNICATION STRATEGIES AND
PLANNING*

PROJECT MANAGEMENT

GRANTS MANAGEMENT

BUSINESS DEVELOPMENT

*FUNDRAISING AND PROPOSAL
WRITING*

ADMINISTRATIVE DUTIES

CONTENT CREATION AND DESIGN

JOURNALISM AND INFORMATION

TEAM MANAGMENT

PUBLIC RELATIONS

*SOCIAL MEDIA AND DIGITAL
MARKETING*

Education

- ♦ Master's Degree in Information and Communication Science, Lebanese University Faculty of Documentation and Information, FANAR, Lebanon, Jul 2006.
- ♦ Bachelor's Degree in Radio Television, Lebanese University Faculty of Documentation and Information, FANAR, Lebanon, Jul 2005.
- ♦ Secondary Baccalaureate Section Literature and Philosophy, Rosary Sisters School, Jbeil, Jul 2002.

Certifications / Studies

- ♦ Fundraising and Proposal Writing Workshop, FORMATECH INTEGRATED LEARNING CENTERS, Apr. 2021.
- ♦ Grants Management Workshop, FORMATECH INTEGRATED LEARNING CENTERS, Apr. 2021.
- ♦ Online Crowdfunding Course, TADAMON CROWDFUNDING ACADEMY, Jan. 2021.
- ♦ Research about pollution in Lebanon, Lebanese University.
- ♦ Research about Political Marketing in France.

Language Skills

- ♦ Arabic – Native
- ♦ English – Professional Proficiency
- ♦ French – Professional Proficiency

Technical Skills

Operating Systems

- Windows
- Microsoft Office (word, excel, PowerPoint)

Application/Software

- Adobe Photoshop
- Adobe Illustrator
- Canva
- LinkedIn

Social Media

- Twitter
 - Facebook
 - Instagram
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