



# MOUNIR MAKHZOUM

CONSUMER EXPERIENCE  
&  
SOCIAL CARE LEAD

## CONTACT DETAILS



(+961) 71 136148



Mhmakhzoum@gmail.com



linkedin.com/in/mounirmakhzoum



Beirut, Lebanon



## ACADEMIC HISTORY

- **Arab Open University** ('17-'21)  
Marketing | GPA: 3.69 - Distinction
- **Beirut Arab University** ('14-'16)  
Physical Therapy | Undergraduate



## LANGUAGES & SKILLS

- **Arabic** (Native)
- **English** (Fluent)
- **French** (Elem. Prof.)
- **Spanish** (Basic Spoken)

### Computer Skills:

Windss, Visual Dolphin, Noria, Odoo, Jitsi, Salesforce, Sprinkl, MenaME, Oneplace, Twilio, Qualtrics, Coupa, Toters Merchant App, Google Analytics, Google Ads, Meta Business Suits, Jira, Confluence, PowerBI



## AWARDS & CERTIFICATES

### Awards

- Hard Work & Dedication Award (Philip Morris International)
- Employee of the Quarter (x3)
- Employee of the Year (ABC Group) (x2)

### Certificates

- Stakeholder Management Training
- Good Conversion Practices Training
- Google Analytics Individual Qualification
- Google Ads Display
- Watchmaking (FHH Academy)
- LONGINES Achievement Certificate
- BREITLING's Regional Training
- IWC, HUBLOT, BAUME ET MERCIER, PANERAI, OMEGA, GLASHUTTE, JAEGER-LECOULTRE, & BREGUET Trainings
- Customer Service
- Effective Communication
- Time Management
- Conflict Management
- Enterprise Risk Management (ERM) Training



## WORK HISTORY

- **Entrepreneurial Venture**  
Private Labeling - Ecommerce Store (10/23 - Present)
  - Established & managing Shopify store ([www.namnamlb.com](http://www.namnamlb.com)), overseeing all operations from inception to day-to-day management.
  - Developing a comprehensive brand guide covering logo, mood board, typography, and color palette for a cohesive brand identity.
  - Orchestrating effective Facebook Ads Manager campaigns (targeted sales and brand visibility)
  - Executing social media strategies to engage audiences and drive customer acquisition.
  - Collaborating with influencers and photographers for compelling content creation.
  - Implementing strategic SEO measures to enhance website performance and visibility.
  - Analyzing metrics to refine marketing strategies and foster customer loyalty.
- **Product Care & Social Care Lead**  
Philip Morris International (11/22 - 10/23)
  - Reported monthly global files.
  - Set up Telegram and IQOS App in the Lebanese market.
  - Tested UATs for IQOS App & Telegram.
  - Reviewed and approved Instagram global assets.
  - Scheduled and posted Facebook assets monthly.
  - Briefed & collaborated with social media agencies to create regular calendars.
  - Monthly reconciliation for SLU sales & replacements.
  - Monitored stock levels and aligned with stakeholders for distribution.
  - Supervised a team member's duties & evaluated his performance.
- **Consumer Experience Executive**  
Philip Morris International (11/21 - 11/22)
  - Implemented Yearly ICP calendar.
  - Assessed, monitored, and evaluated marketing campaigns.
  - Launched IQOS Originals DUO, WE Limited Edition, lil Ez campaign revamp (Lebanese market)
  - Reported campaign performance to upper management (Sprinkl & Google Analytics)
  - Monitored project timeline to abide by the ICP calendar.
  - Aligned omnichannel with all stakeholders.
  - Acquired new consumers & converted them to loyal users, & retained existing users.
  - Initiated & aligned on occasional marketing campaigns.
  - Monitored & assessed product portfolio (new product launches, limited edition introduction, portfolio optimization).
  - Managed channel budgets per occasion.
  - Closely collaborated & aligned with different entities in the company.
  - Monitored multiple vendors & aligned on printing & asset creation with tight delivery timelines
  - Set up & monitored Net Promotor Score perf. for the company (surveys & outbound calls),
- **Team Leader & Product Care Supervisor**  
Telesupport International (ITC) Project IQOS (Philip Morris International) (08/20 - 11/21)
- **IQOS Sales Consultant**  
Philip Morris International (01/20 - 08/20)
- **Senior Sales Consultant**  
ETS. Hagop Atamian SAL. (09/18 - 01/20)
- **Assistant Manager**  
ABC Group - Tommy Hilfiger. (11/15 - 08/18)
- **Store Manager**  
Tchooz Shoes - Puma (02/13 - 10/15)