



**FOUAD ROBERT**

**KADDOUM**

Professional coach, life and businesses strategist

**PERSONAL INFORMATION**

Lebanese, Male, Married

Date of birth: February 8<sup>th</sup>,

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Lebanon

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**CAREER OBJECTIVE:**

My work is channeled towards the needs of the companies to help them achieve their goals by facilitating a motivated and supported workforce of creative, capable and powerful individuals. It is focused on the staff to enable them to reach their highest standards of productivity, quality and service. My goal is to continuously improve my professional abilities through ongoing training, networking and supervision.

**WORK EXPERIENCE:**

**Entrepreneur**

*Business and Personal coach*

**2020-to date**

- Emotional intelligence
- Leadership
- Self-coaching
- Coaching for managers
- Leadership assessment
- Communication skills
- Motivation for team and personal
- Negotiation skills
- Team bonding- Building-development
- Energy and priority Management
- Ice Breakers
- Sales cycle
- Sales KPIs
- Sales assessment
- Closing the sale
- Prospecting objection handling
- Cold Calling
- Creating script
- Networking

**Africell, Sierra Leone**

**2021-2021**

*Marketing and communication Manager*

- Develop and deliver creative marketing and communication strategies, plans and approaches to help market and position the Company to attract partners and win funds.
- Plan the marketing and communications strategies for specific areas of work and for different audiences. Work with the communication, program, and senior management teams to put the strategy into practice. This will include:
- Design and develop creative communication and marketing products - presentations, briefings that will maximize the Company's message, support program objectives, and contribute to the research sector.
- Plan and implement direct marketing approaches including targeting, personalization of messages and measurability, data analysis, customer profiling and segmentation.
- Develop a digital strategy.
- Develop a web strategy covering the Company's websites. Tender for a new website development and develop processes to keep websites up to date.
- Ensure the brand meets expectations through monitoring marketing trends and partner and funder feedback.

- Manage the Marketing & Communications budget and ensure program milestones related to marketing & communications are achieved on time and within budget.
- Contribute to and strengthen fundraising proposals and funder reports to ensure robust and
- creative marketing and communication considerations are adopted.
- Represent the Company at external meetings and conferences.

### **The scooters**

**2020-to 2021**

*Consultant as Business Developer & Ecommerce Manager*

- Build a system for the company operation
- Develop new strategies for the operation and employees
- Train the management, employees and drivers
- Approach potential clients and negotiate deals
- Build and maintain successful relationships with clients
- Manage E-com system operation

### **Empower/Metlife Insurance**

**2019-2020**

*Business Developer & Sales Trainer*

- Approach potential clients and negotiate deals Identify business opportunities
- Build and maintain successful relationships with clients
- Evaluate existing business performance and develop sales strategies for new products
- Recruit and train sales agents
- Follow up on sales force to achieve their KPIs and Scheme
- Coach sales team as group and individual to help them improve their life style and achieve personal and business goals

### **Crystal Production – Tbilisi, Georgia**

**2018-2019**

*Servicing producer*

- Build and develop professional relationships with local agencies Serve as an intermediary agent between agencies in different countries Foster good communication between parties involved
- Maintain a good multicultural work environment
- Booking airplane tickets and accommodation for travelling agents

### **Grey Mena**

**2016-2018**

*Regional TV Producer and P&G TV Producer*

- Organize and schedule TV shootings
- Plan and produce several projects simultaneously
- Prepare detailed budgets for assigned projects and maintain accurate accounts at all times Initiate, maintain and manage the agency clients' projects in the MENA region
- Maintain a high level of discretion throughout the entire process of production
- Have an eye for details while reviewing the project's final result to ensure it meets the client's expectations

**College des Apotres-Jounieh**

**2013-2016**

*Acting and Cinema*

- Teaching grade 5,6 ,7, acting and cinema basics
- Developing new teaching technics using audiovisual effects and students acting and skills intelligence

**Al Karam for Employment**

**2013-2016**

*Executive consultant and sales manager*

- Carefully study candidates' CVs and match them with the right vacancies Approach companies in the Gulf region and offer recruitment services Prepare work permits and travel documents for successful candidates

**Metlife Insurance**

**2010-2013**

*Consultant and sales representative*

- Establish a collaborative relationship with prospective clients from various sources such as networking, cold calling, and referrals
- Recommend risk management strategies that fit clients' personal risk profiles Complete administrative tasks including maintaining records and handling policy
- renewals

**EDUCATION**

- Coaching transformation academy, CTA  
Certified professional coach certification  
ICF, ACC, ACSTH

**2020-2021**

- Lebanese University, Faculty of Fine Arts **2006-2009**  
3 years in Acting and Directing
- College des Apotres, Jounieh **2004-2005**  
Lebanese Baccalaureate in Literature and Humanity

## **SKILLS**

- Personal: Excellent communication skills, team work, solution driven, capacity of adaptation to multicultural environments, negotiation and closing skills, work well under pressure, multitasking, Life coaching and motivational skills.
- Languages: Fluent in Arabic, English and French
- Computer: Microsoft Office, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Final Cut Pro
- Artistic: Photography, acting and writing

## **REFERENCES**

References are available upon request