

Elie Ibrahim El Jichi



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OBJECTIVES

Interesting and challenging tasks in a professional environment, putting into contribution my competencies and skills and offering progressive responsibilities and opportunities for advancement.

EDUCATIONAL BACKGROUND

- 1986 -1990 **Lebanese University** - Computer Science

PROFESSIONAL EXPERIENCE

-Y2022 (April - May) European Union For Election Observation Mission

- European Union for Election Observation 2022
Media Monitoring: Monitor all coverage related to Lebanon Election in all media (TV, Social Media, Press, Coding all the information into a database for reporting and analysis.
Monitoring for all contents related to Candidates, Political Parties, Election irregularities and accusations mentioned by the different parties)

-Y1997 – Y2021 Pan Arab Research Centre-Dubai

- Media Monitoring Department – Production & Operation Manager

Projects:

- Developed Systems for Media Monitoring Services (Advertising)
 - Data Entry system to capture and integrate the required information for various media types(TV, Press, Outdoor, Radio, Cinema)
 - Advertising Analysis System (SPIRAL) (Statistical report system for Ad Spend
To analyze comprehensive data about advertisements across Multi-Market and media)
 - Advanced system for comprehensive Brand/Media analysis (New Ads)
It is a qualitative analysis tool which aids users to carry out an in-depth analysis on media data like Newspaper, Magazine, Television which can perform an extensive search over the data and can also have a link to the original clippings of its articles.
 - Post Evaluation system (Link between Ad spend & Media Research system-SEAS to generate the spill-over GRPs /Reach and other information for any campaign)
- Guidance to develop Systems for Media Monitoring Services PR (Press release)
 - Data Entry system to capture the press release information across different media

- News Analysis System : Application to analyze comprehensive data about press articles for various product across Multi-Market and media
 - System to deliver the materials to client (Monthly, Daily & Web system usage)
- ‘SEAS : Schedule Evaluation and Analysis System’ (Media Research Software)
- This is the ultimate media planning model that evaluate the advertising media plans and provide for TV stations competitive Multi-Station analysis based on program typology, Reach etc..Average Issue Readership: Readership of newspapers titles on an average day of the week, Even, provides when does audience use publication (or tune into tv station)
- what time of day, what day of week, for a specific target audience required etc.....
- Knowledge about “Target Group Index system (TGI)”
- TGI is a source of marketing and media research information, it is a continuous survey of consumer usage habits, media exposure attitudes to aid marketing and advertising decisions.
- Client Supports :
- Client Services (Reports , Systems and database)
 - Produce various statistical reports analyzing advertising spend in the region
 - Follow up all client request across the region (Production & Operation)
 - Monitor all aspects of news and advertising relating to the Brands in a bid to provide timely alerts to the agencies and media houses
 - Create and submit reports and summaries of Advertising Spend
 - Monitor coverage of campaigns by the mass media
 - Select and use research methods that are appropriate to pre-defined management criteria
 - Analyze media campaign performance and research results using a variety of tools
- Clients :
- Advertising Agencies, Media Houses, PR Agencies, Abu Dhabi Ports, Farah Leisure Park management, Air arabia, Fashion Clients, Banks, Redbull, Automotive etc...

Y1992 – Y1996 : Pan Arab Research Centre-Dubai

- Programmer & Client Services

Y1990 – Y1991 : Informix – Lebanon

- Programmer
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COMPUTER SKILLS

Microsoft Office (Excel, Word, etc.)- COBOL Language – knowledge Visual Foxpro coding system

LANGUAGES

English, Arabic