

Dima Kaissi

Influencer Relations Communication & Account Manager

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PROFILE

- Experienced Social Media Consultant with a track record of success in the marketing and advertising industries. Influencer marketing, marketing analysis, digital strategy, and online advertising are all areas of expertise. In my previous four years of experience and immersion in this sector, I've had the opportunity to advance my career by working with multinational brands and clients such as P&G, Mondelez, TikTok Mena, Careem, and Arla Food.

EXPERIENCE

InHype Social (Influencer Marketing Agency)

Account Manager

February 2023 – November 2023

- Managing multiple projects in a fast paced deadline-oriented environment
- Managing strategic accounts of multinational brands as Mondelez International, Procter & Gamble such as Downy, Oreo, Braun, Cadbury, Crest and others
- Managing campaigns from briefing KOLs to content creation, and posting schedule & Reporting.
- Liaising with external brand teams and internal departments to ensure campaign best executability
- Understanding the needs and perspectives of each client and tailor the service accordingly.
- Analyzing performance metrics, assessing campaigns successes to proactively identify actionable opportunities and future recommendations to boost penetration within target segments.
- Creating & managing campaign & projects timeline & build campaign CPS
- Providing reports that demonstrate campaign data & ROI effectiveness

Senior Influencer Relations Manager On Execution & Sales Level

November 2021 – February 2023

- Oversee teamwork to ensure the best service is provided to all clients and to resolve issues as they arise.
- Mandailing sales and pitching talent relations
- Presenting pitches to potential clients
- Managing communication with clients & other agencies about Influencer campaign status
- Handling any issues or disputes with influencers diplomatically and professionally
- Developing and nurturing relationships with key influencers, leading to long-term partnerships and collaborations.

Influencer Relations Manager

January 2021 – November 2021

- Talent acquisition, shortlisting, and negotiation by identifying and negotiating with relevant influencers in terms of Brand Equity, Target Audience Relevance, Profile Quality, and Engagement Rate.
- Negotiating and managed contracts, ensuring mutually beneficial partnerships with influencers.
- Maintaining ongoing communication with influencers, providing support, information, and creative briefs
- Managing influencer budgets effectively, optimizing ROI and ensuring cost-effectiveness.
- Thorough understanding of influencer search tools and platforms used to assess an influencer's effectiveness - Dovetale, IQ Data, Traack

Social Media Executive – Posting & Reporting Team

April 2019 – January 2020

- Creating clear timelines, plans, and influencer selections for clients' campaigns using cutting-edge social media and traditional marketing strategies

- Collaborating with cross-functional teams, including marketing, content creation, and design, to ensure consistent messaging across channels
- Monitoring social media channels for industry trends, competitor activity, and relevant conversations
- Analyzed social media metrics and prepared regular reports to track performance and inform strategy adjustments
- Assessing Goals and KPI's and making sure it reaches the campaign objective
- Providing ongoing campaign management to ensure optimal performance

Clients & Brands

- Procter & Gamble: Pantene, Herbal Essence, Head & Shoulders, Pampers, Braun, Always, Gillette, Vicks, Ariel, Tide, Venus, Downy
- Mondelez: Oreo, Philadelphia Cheese, Flake, Trident, Timeout, Barni,
- TikTok
- Tata Group: Titan, Tanishq - Givenchy
- Nars - Avalon Pharma - Cetaphil

EDUCATION

Masters in Marketing & Communication - ESA Business School - March 2023 - Still Present

Bachelors in Agriculture Engineering - Intensive Environmental Engineering - Lebanese University – 2020

SKILLS

- Excellent Computer skills in Microsoft office (Excel, Word, Power Point, Visio)
- Excellent writing and oral skills in both Arabic and English.
- Knowledge of online marketing channel
- Crisis management and conflict resolution
- Campaign strategy development.
- Contract negotiation and management
- Social media analytics and reporting
- Client Management
- Creating Business Model

INTERNSHIPS

Biodiversity, Bioprospecting, and Territories- INTERNATIONAL SUMMER SCHOOL Sep 2019 - University of Padua, Italy

Mediterranean Identity: talk about a common identity- INTERNATIONAL SUMMER SCHOOL Oct 2019 - Licata Sicily, Italy

“WASH” Program - Lebanese Red Cross, Disaster Management Unit AUGUST 2017 – FEBRUARY 2018

ACHIEVEMENTS

- Youth Entrepreneurship Program – INJAZ
- Completed a primary first aid course with LRC
- Former Volunteer at Greenpeace