

ELIAS NASSIF

Fanar, Lebanon 🏠
+9613832490 📞
nassif.elias0@gmail.com ✉️



EXPERIENCE

Head of Digital Communication Unit Creditbank SAL

APRIL 2015 TILL PRESENT

- Supervise and manage the Digital Communication Unit in all its functions.
- Set the annual marketing & communication plan in coordination with internal stakeholders.
- Coordinate and manage the digital marketing & communication tasks (Digital Communication strategy, Social Media Strategy, Digital Signage, Campaigns... etc).
- Ensure that all online platforms meet the needs in terms of content, design and strategy.
- Manage all digital communication projects including but not limited to Website and Mobile App upgrades in coordination with all internal and external stakeholders (senior management, designers, developers, copywriters... etc).
- Liaise with different departments to produce communication material including brochures, flyers, stationary, corporate gifts, agendas, SMS... etc.
- Plan and organize in coordination with internal and external stakeholders all events, CSR initiatives, sponsorships, exhibitions and press conferences.
- Oversee the work of third parties involved in the implementation of the marketing & communication activities (advertising agency, media agency, suppliers...etc).
- Work in partnership with the creative team and advertising agency, and guide creative direction to meet objectives of all communications.
- Ensure the maintenance of the Website and Mobile App in terms of performance, content and design, and control the website's Content Management System (CMS).
- Develop creative briefs for digital, above-the-line and below-the-line campaigns.
- Develop media briefs for both online and offline campaigns.
- Ensure that all communication material fall within the corporate identity guidelines and in line with the corporate image.
- Implement and deliver comprehensive internal communications to increase workforce engagement.
- Develop and update external and internal user guides related to digital projects.
- Conduct competitive and benchmark analysis, and share insights with internal stakeholders.
- Assist in setting the annual marketing & communication budget.
- Generate and analyze weekly, monthly and yearly reports.

Senior Web Officer – Team Leader

Quantum Group

DECEMBER 2008 TILL MARCH 2015

- Plan, research, train, and coordinate with necessary parties concerning new projects and inquiries for nowlebanon.com and m.media websites.
- Supervise the webmasters team, arrange schedule and assign tasks.
- Build email newsletters and make sure of its proper delivery to recipients list.
- Coordinate with Designers' team, IT personnel, editors, reporters, News team members and all other team leaders concerning amendments or new requests.
- Act as a liaison with developers, set up requests and follow up on their progress.
- Control website's back-end and manage the Content Management System (CMS).
- Act as a website administrator and manage privileges and sections' workflows.
- Supervise all of the social media accounts.
- Respond to upper management's inquiries and tasks.
- Generate and analyze weekly, monthly and yearly reports.

Junior Programmer

AIMS

SEPTEMBER 2008 TILL NOVEMBER 2008

- Develop functionality and content design of the company's new website.
- Coordinate with the designers, senior developers and upper management.
- Assist senior developers in implementing a new version of the company's ERP software "Socrate".
- Act as quality assurance control for the web version of Socrate.



EDUCATION

Executive Masters of Business Administration (EMBA)

Université La Sagesse

MAY 2013

Bachelor of Science, Management Information Systems (MIS)

Université Saint Esprit de Kaslik

JULY 2008

Lebanese Baccalaureate, Life Science

Lycée Officielle Hammana

JUNE 2004



PROFESSIONAL DEVELOPMENT

Google Analytics Individual Qualification Certificate

Google Analytics

NOVEMBER 2022

Strategic Thinking
Google Analytics 4
Digital Marketing Foundations
Content Marketing Foundations
Social Media Marketing: Strategy and Optimization
LinkedIn Learning

Business Etiquette & Professionalism Workshop
Formatech
JUNE 2017

Digital Marketing for Professionals
WSI Digital Marketing
MAY 2016

Digital Marketing
Shaw Academy
APRIL 2015



LANGUAGES

Arabic

Native

English

Full Professional Proficiency

French

Full Professional Proficiency



SKILLS

- Strategic Communications
- Marketing Communications
- Digital Strategy
- Social Media
- Website Administration
- Content Marketing
- Briefing
- Web Analytics
- Google Analytics
- Google Webmaster Tools
- Google My Business
- Google Play Developer Console
- App Store Connect
- Facebook Insights
- Sitecore CMS
- DotNetNuke CMS
- SEO
- HTML
- Microsoft Office
- Basic Adobe Photoshop
- Basic Adobe Illustrator
- Leadership
- Team work
- Critical and analytical thinking
- Management
- Attention to details
- Ability to work under pressure
- Communication and presentation skills
- Willingness to learn and self-develop

References will be provided upon request.