

# Ramzi Abdallah El-Khoury

Marketing Communications / Branding / Business Development

✉ [ramzi.elkhoury@gmail.com](mailto:ramzi.elkhoury@gmail.com)

☎ +961 71 657 914 🇱🇧 Lebanese Citizen

Linked 

[Curriculum Vitae](#)

A professional and experienced Marketing Communications Specialist. I am eager to invest my regional wide experience for the growth of the Corporation.

## PROFESSIONAL EXPERIENCE



Natgaz | Sidaco - Sister companies part of Gaz Du Liban Holding s.a.l - a leading gas company

**Senior Marketing Communications Specialist** August 2022 - Present [Beirut, LEBANON]

Main Responsibilities

➤ **Managing and enhancing company's Brand Image:**

- Setting company's marketing objectives.
- Increasing brand awareness in the Lebanese market.
- Developing and implementing brand strategies.
- Establishing and mentoring communication programs and channels to promote the brand name.
- Ensuring brand consistency and applied brand values.
- Supervising marketing, advertising, and branding activities to ensure the right message being delivered.
- Verifying that the implemented work follows the guidelines of the brand identity.
- Creating branding guidelines and monitoring its implementation.

➤ **Initiating and executing Marketing Plans:**

- Improving the visibility through ATL, BTL & Digital Marketing.
- Securing and unifying company's identity and image.
- Creating lasting impression among consumers.
- Launching campaigns to improve the product image.
- Researching consumer and competitive market.
- Monitoring market trends & identifying potential areas in which to invest based upon consumer / market needs.
- Contributing with ideas involving designs, sizes, and locations for promotional tools.
- Providing content and creative ideas for the websites, social media platforms and visual communication tools.
- Supervising the work of the Digital Media Agency and setting monthly plan.

➤ **Other Activities:**

- Following up with suppliers to execute work as per set designs, simulations, and guidelines.
- Coordinating with the concerned departments to execute the work (Procurement, Commercial, Distribution...).
- Budgeting, reporting, and planning.
- Generating leads from social media platforms and mobile application.
- Managing the social media platforms and the mobile application.
- Handling customer services via mobile application and social media.



IPT Group - a leading oil & gas company

**Senior Marketing Communications Specialist** July 2015 – July 2022 [Amchit, LEBANON]

Main Responsibilities

➤ **Managed and enhanced company's Brand Image:**

- Trained Sales Team and Regional Controllers on the company's marketing objectives and brand awareness.
- Developed and implemented brand strategies.
- Established and mentored communication programs and channels to promote the brand name.
- Ensured brand consistency and applied brand values.
- Supervised marketing, advertising, and branding activities to ensure the right message being delivered.
- Verified that implemented work follows the guidelines of the brand identity.
- Created branding guidelines and monitoring its implementation.

➤ **Initiated and executed Marketing Plans:**

- Improved the visibility through ATL, BTL & Digital Marketing.
- Secured and unified company's identity and image.
- Created lasting impression among consumers.
- Launched campaigns to improve the product image.
- Researched consumer and competitive market.
- Monitored market trends & identified potential areas in which to invest based upon consumer / market needs.
- Recommended ideas involving designs, sizes, and locations for promotional tools.
- Provided information and content for the websites, social media platforms and visual communication tools.

➤ **Other Activities:**

- Followed up with suppliers to execute work as per set designs, simulations, and goals.
- Enhanced relations with partners.
- Prepared budgeting plans, reports, and strategies.



INFOPRO

**Account Manager** October 2014 - June 2015 [Beirut, LEBANON]

Main Responsibilities

➤ **Sales and Business Development:**

- Managed current accounts and made periodic visits and calls to customers.
- Met clients and presented our services and solutions in different territories.
- Proposed customized solutions for corporate clients.
- Provided clients with marketing solutions.
- Analyzed the needs of the customers and provided the suitable solution.
- Presented the company's products by ensuring that the necessary actions are undertaken.
- Increased sales opportunities & maximized revenue.

➤ **Marketing and Market Research:**

- Researched information, analyzed data and trends.
- Identified new opportunities and defined potential customer target lists.
- Prepared campaigns alongside with the Marketing team to reach out to a mass of clients.
- Performed monthly team presentations on new business development strategies.
- Worked closely with Product Management team to provide them with the market studies and clients feedback.



**Market Direct Ltd. - A Finatrade Company**

**Channel Sales Manager for Retail & Horeca Customers** February 2013 - August 2014 [Accra, GHANA]

**Main Responsibilities**

➤ **Sales and Business Development:**

- Increased sales opportunities and maximized revenue.
- Expanded and retained existing accounts.
- Prospected and acquired new customers.
- Lead the day to day activities of the sales team and the merchandising team.
- Researched and collected data about competitors, market and customers behavior.
- Developed the business by using the knowledge obtained from the market.
- Monitored the accounts receivables and collection.
- Organized the daily sales operations.

➤ **Team Management and Operations:**

- Set objectives for the sales team and the merchandising team.
- Ensured that sales team has an ongoing training and education to effectively sell company's products.
- Followed up with Central Processing Unit and Logistics departments to meet customers' needs.
- Generated interest from potential customers by working closely with the marketing team to promote products.
- Sold, distributed and promoted more than 400 products of Food, Non-Food, Non-Alcoholic Beverages.



**Zawya - a Thomson Reuters Company**

**Business Development Coordinator for Corporate Level Customers** July 2012 - February 2013 [Dubai, UAE]

**Main Responsibilities**

➤ **Sales Customer Relationship Management:**

- Allocated the inflow of the sales leads to the relevant teams and ensued all follow ups were made.
- Generated Monthly and Quarterly reports.
- Communicated new opportunities and special developments to appropriate staff.
- Conducted Market Research based on sector and country.
- Worked closely with the Account Managers and kept a constant relationship with existing clients.

➤ **Other Activities:**

- Attended events/conferences to network and successfully generate large amounts of qualified proactive leads.



**One Prepay LLC**

**Corporate Account Executive for Corporate Level Customers in UAE** June 2010 - June 2012 [Dubai, UAE]

**Main Responsibilities**

➤ **Sales and Business Development:**

- Follow up on due payments to be collected and paid on time.
- Retained existing customers & acquire new ones.
- Expanded business with existing customers.
- Insured that good support & service provided to the customers.
- Prepared proposals & handouts to present for new customers.
- Monitored sales, customer purchase and e-cash transfers.

➤ **Operations and Team Management:**

- Deployed different technologies to expand e-voucher sales.
- Market visits & coordination with branches & central managements.
- Deployed Product marketing & Etisalat advertising materials deployment.
- Lead teams to achieve objectives.



**DevIneMedia (Currently AltCity)**

**Project Coordinator for Political Affairs Project** December 2009 - May 2010 [Beirut, Lebanon]

- Electoral Reform Project with DevIneMedia (Currently AltCity) Supported from the International Foundation for Electoral Systems



**Lebanese Association for Democratic Elections (LADE) - Parliamentary Elections**

**District Coordinator for Elections Observers** March 2009 - June 2009 [Beirut, Lebanon]

- Coordinated electoral projects and carryout electoral project duties.
- Responded to queries of the public.
- Carried out inspections of voting stations and voting districts on local level.
- Trained and recruited volunteers.

## EDUCATION



Bishmizzine High School  
Baccalaureate of Economics & Sociology  
July 2004



University of Balamand  
**Bachelor of Business Administration**  
June 2008

## TRAINING



"Time Management Workshop" & "Advanced Communication Skills Workshop". With IPT Group



"Entrepreneurship" a Massive Open Online six weeks course on Coursera educational platform.



"CAPM" 23 hours Project Management course with PMI Lebanon at Formatech training center.



"Training of Trainers" workshop with Lebanese Association for Democratic Elections.



"Baldati Academy Training" workshop with Baldati organization.



"Good Lecturer" lecture and workshops with Injaz Organization Lebanon



"Leadership and Management" workshop



Trainings with the Lebanese Red Cross Youth Department

- "Guidelines for Assessment in Emergencies" 5 days Course organized by Emergency Committee in collaboration with International Committee of the Red Cross – July 2009.
- "Lebanese Red Cross Youth 7th National Congress" to accomplish strategic plan for Youth Department- February 2009.
- "Rubb Hall & Warehouse Management Training" workshop organized by International Federation of Red Cross & Red Crescent Societies – October 2008
- "Administrative training" for Red Cross Youth centers - Lebanese Red Cross Central Administration - March 2008.
- Lecture on how to deal with kids and prepare events - October 2007.
- "Sphere Project" awareness workshop on dealing and managing emergency cases – August 2007.
- "Lebanese Red Cross Youth 6<sup>th</sup> National Congress" on discussing and proposing bylaws March 2007.
- "Nutritional Hygiene" awareness workshop, and training on how to pass it to kids through games in corporation with Unicef – May 2007.



## **BEHAVIORAL COMPETENCIES**

- Enhancement Dynamic, motivated, a team player, quickly adaptable to work environment committed and possessing a vision for constant work enhancement.
- Aim to get things done well, set and meet challenging goals, create own measures excellence and constantly seeking ways to improve performance.
- Strong Leadership skills and ability to take responsibilities.
- Outstanding analytical abilities and problem-solving techniques.
- Highly motivated and work well both independently and in a team.
- Excellent time management skills, ability to prioritize multiple projects, and meet deadlines.

## **LANGUAGES**

- Arabic: Excellent "Spoken. Written. Read"
- English: Excellent "Spoken. Written. Read"



## **REFERENCES**

*Can be submitted upon request.*