

# ELIAS KEYROUZ

## Senior Account Manager

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### BACKGROUND

All sort of communication professional with a significant experience in client relationship management and a solid background in advertising and marketing for FMCG brands of different categories (Home care, Baby care and Feminine care.)

### CAPABILITIES

- Good leadership qualities.
- Energy, enthusiasm and the ability to work under pressure to meet deadlines and demanding targets.
- Strong negotiation skills.
- High level of analytical and organizational skills, and keen attention to details.

### WORK EXPERIENCE

#### **MEDIAPAK s.a.l. – INDEVCO Group, Beirut - Lebanon**

A full-fledged advertising and marketing agency offering integrated multidisciplinary support and tailor-made solutions to clients across the MENA region. The company is part of INDEVCO Group, a leading multinational manufacturer that employs over 10,000 people in 38 companies in the Middle East, Africa, Europe and the US.

#### **Senior Account Manager**

*July 2018 – February 2024*

- Created account strategies, leading projects from conception to final execution.
- Worked with teams to develop materials by providing support and direction.
- Oversaw the day-to-day requirements needed to complete tasks for advertising and public relations accounts.
- Worked with clients to define the right approach for influencers to meet the set objectives. Identified and liaised with relevant influencers, negotiated fair rates for content, and ensured the relevant agreements are in place.
- Planned and executed various events, from conferences to promotional events, aligning them with the brand's overall marketing goals.
- Controlled the agency's use of time and resources while making sure to present the product deliverables to the clients on time.
- Provided client reports based on the results achieved and the performance of each campaign.
- Suggested actions to improve and identified opportunities to grow business with existing clients.
- Analyzed client budgets and agency cost reports.

## **Account Manager**

*October 2015 - July 2018*

- Acted as project leader, communicated campaign requirements to the creative team and worked closely with all internal departments to meet client's objectives.
- Collaborated with the Account Director and Creative Team to develop and execute marketing strategies for accounts by gathering details related to client's challenges and needs.
- Created added value by researching industry trends, competitor information and other insights to drive value.
- Maintained day-to-day internal contact and worked closely with my team members to ensure campaign objectives were executed.
- Advised clients on ways to use budgeted funds most efficiently.

## **Senior Account Executive**

*August 2012 - October 2015*

- Met with clients frequently, serving as the contact between the client and agency to develop advertising campaigns.
- Understood clients' businesses and objectives; provided strategic input to develop creative briefs.
- Project-managed campaigns across the full marketing mix, ensuring they were on brief from concept to delivery.
- Liaised with internal creatives and external suppliers where needed.
- Managed budgets for multiple accounts.

## **Account Executive**

*July 2008 - August 2012*

- Worked across a portfolio of FMCG brands and managed day-to-day client communication.
- Presented creative proposals to clients for approval, ensuring all components were in line with the brand.
- Delivered completed projects to the client on time.

## **EDUCATION**

Holy Spirit University of Kaslik - Lebanon (Summer 2007)

Bachelor of Business Administration – Marketing

Collège des Sœurs des Saints Cœurs Byblos - Lebanon (Spring 2002)

Economical Science

## **LANGUAGES**

- Arabic - Native
- English - Business fluent
- French - Proficient

## **SKILLS**

Microsoft Office