

# Rassil Ghandour



Digital Account & Project Director

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## Education

- **Feb 2008 - Jul 2012**    **Bachelor of Sciences in Marketing**  
**Lebanese American University, Beirut**
- **Sep 1992 - May 2007**    **Lebanese Baccalaureate**  
**College Louise Wegmann, Beirut**

## Employment

- **Aug 2022 - Jul 2023**    **Digital Account Director**  
**Ecomz, Beirut**
  - Managing a team of account managers, project digital coordinators as well as UX/UI designers and oversee their performance and providing mentorship and support as needed.
  - Implementing account and project management processes, procedures, and standards.
  - Developing and maintaining key relationships with clients and serve as their primary main point of contact.
  - Managing and overseeing the content, design, and functionality of Ecomz websites.
  - Monitoring website analytics and performance metrics to identify areas of improvement and develop plans for optimization.
  - Working with clients to understand their business goals and objectives, and develop strategies to meet their needs.
  - Developing and maintaining project plans, budgets, timelines, and resources allocation and providing regular project status updates to clients and senior management
  - Overseeing and collaborating with cross-functional teams such as creative, marketing, sales and technology to ensure successful project delivery and execution.
  - Ensuring that projects are delivered on time, within budget, and to the satisfaction of all stakeholders.
  - Staying up-to-date with industry trends, technology, and best practices to ensure the agency is providing innovative solutions to clients.
- **Mar 2022 - Jul 2022**    **MW Digital Account & Project Manager**  
**Mirum Agency, part of WPP, Beirut**
  - Developing detailed project plan and monitoring the work progress.
  - Collaborating with internal teams to design, develop and implement digital projects.
  - Ensuring delivery on-time, meeting quality standards, and within the budgeted cost.
  - Communicating with the team and ensuring all members are on board with delegated tasks.
  - Aligning with the client's stakeholders on the progress throughout the entire project's lifecycle and manage their expectations.
  - Working closely with the Business and Accounting teams to

**Aug 2020 - Feb 2022**

■ monitor/track the project financial lifecycle.

■ **Sr. Digital Account & Project Manager**

**Think Media Labs, Beirut**

- Developing profitable and sustainable sales growth for assigned accounts.
- Proactively identifying opportunities and leading the development and presentation of pitches to new and existing clients.
- Ensuring that marketing objectives are met vis-à-vis the client's customer profiles and objectives.
- Working closely with different departments namely, Creatives, UX/UI Design, Content Creators, Production, and Development.
- Presenting the company and its services to potential clients, drafting proposals for current and potential new clients.
- Constantly recruiting talents and specialists from different areas for a variety of projects.
- Liaising with the finance department to ensure that the projects are being billed accurately and as per the terms agreed upon.
- Overseeing the monthly digital Communication Calendar for various clients.

**Jul 2018 - Jul 2020**

■ **Digital Account & Project Manager**

**Born Interactive, Beirut**

- Presenting the company and its services to potential clients.
- Creating proposals for existing and potential clients.
- Supervising and managing existing customers accounts.
- Leading the daily management of the running projects with the internal resources allocated to the project.
- Developing profitable and sustainable sales growth for assigned accounts.
- Maintaining thorough understanding of the customers objectives and translate them to the digital platform.
- Providing strategic direction and ensure successful implementation of client projects.

**Sep 2015 - Feb 2018**

■ **Omnicom Media Group**

**Media Account Executive, Beirut**

- Working closely with the clients to ensure reaching their marketing objectives.
- Providing high standard and quality service to our clients in understanding their requirements and needs.
- Playing a crucial role in the development of media plans in accordance with objectives strategies.
- Managing day-to-day tasks and ensuring timely deliveries.
- Providing creative solutions and cost-efficient online and offline media plans.
- Working alongside with the buyers to maximize profit to the company and added value to the client

**Jul 2013 - Dec 2014**

■ **E-Commerce Marketing Representative**

**Bank Audi, Beirut**

- Held meetings with potential clients to inform them about the new e-commerce platform website and guide them through the process of becoming a new merchant & building their online store.
- Monitored and followed up with prospective clients to update them about the new added values of the website.
- Collected feedback from clients to help in the enhancement of the website platform.
- Coordinated with merchants marketing departments to collect great

■ deals for the Email website.

Skills

- Microsoft Office Suite

Account Management

Problem Solving

Customer Focus

Manage Multiple Projects

People Skills

UX/UI

Interpersonal Skills

Strategic Thinking
- Project Management

Time Management

Prospecting Clients

Attention to Detail

Prioritization

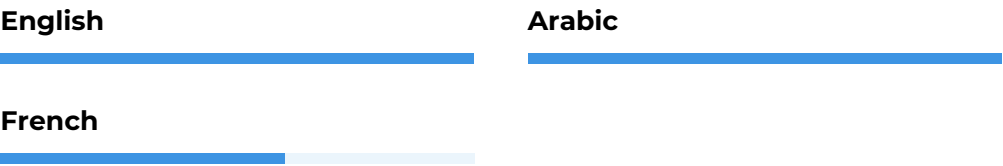
Quality Assurance

Teamwork

Creative Thinking

Leadership Skills

Languages



Hobbies

- Reading

■ Traveling
- Swimming

■ Listening to Music

Certificates

- Jan 2014

■ E-commerce Workshop
- Apr 2017

■ Time Management
- Apr 2017

■ Creative Thinking