

# Abbas Mansour

Accounts & Project Manager | Phone: +961 70 788940 Email:

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Languages: English and Arabic

## Summary

With 7 years in digital marketing, I'm driven by a passion for storytelling, client communication, and building brands with purpose. I thrive in creative, collaborative environments where lifestyle, culture, and strategy intersect — combining project management skills with a focus on impactful growth through cross-functional team collaboration.

## Experience

**Interesting Times**, Beirut, Lebanon - **Digital Technology Project Manager** – 11/2022 to Present

- Lead cross-functional teams in developing and implementing various technology projects, resulting in a 30% increase in user engagement for mobile games developed for brands like **Red Bull**.
- Collaborate with internal teams to conceptualize, create, and execute mobile friendly games such as **F1 AlphaTauri** for **Red Bull MOBILE KSA & Oman**, ensuring efficient and productive engagement.
- Optimized and maintained the **Red Bull MOBILE** website, ensuring up-to-date content and enhanced UX using tools like Figma.
- Collaborated on **media plan** execution and contributed to **CRO-driven** landing page design to boost lead conversion for **Red Bull Mobile KSA**.
- Implemented Agile and Waterfall methodologies to drive project efficiency, executing clear timelines and deliverables through tools like **Asana** and **Trello**, while ensuring stakeholder alignment and successful outcomes for clients like **Red Bull & Abu Dhabi Early Childhood Authority (ECA)**.

**European Union Election Observation Mission – EUEOMU** - **Operations Assistant Manager** – 03/2022 to 08/2022

- Oversaw **procurement** of 500+ items and recruited 20+ team members to establish the headquarters.
- Implemented standard **operating procedures** to enhance electoral services, collaborating with social media, media, and press teams to offer insights for the election mission's final report.
- Collaborated with 15+ suppliers, and organized 25+ meetings, ensuring seamless logistical support.

**Mindfield Digital**, Badaro, Lebanon - **Client Relations and Sales Executive** – 01/2019 to 02/2022

- Conducted over 50 client meetings to assess advertising needs, leading to **client satisfaction** and retention.
- Collaborated with advertisers to optimize campaigns for target audiences and **managed online ad performance**.
- Delivered comprehensive reports on 20+ digital campaigns to international clients, improving campaign effectiveness through detailed performance analysis and strategic recommendations.

**European Union Election Observation Mission – EUEOM** - **Operations Assistant Manager** – 03/2018 to 08/2018

- Managed procurement and inventory for the observation mission's logistics and supplies.
- Assisted in recruiting 30+ drivers and reviewed 10+ departmental reports, enhancing team capacity and performance.
- Worked closely with the Chief Observer of the European Union to ensure all departments contributed **key data** and **insights** to the final report.

## Internships

**MEDIACOM**, One of the largest media agency networks and part of **GROUPM** – 10/2017 to 12/2017

- Acquainted with media terms and theories, including strategic thinking, planning, execution, and media vehicle rationale.
- Implemented media theories using IPSOS software (Statex, Brand Puls & Arianna) to convert findings into quantitative and qualitative data for planning and competitive review.

**IMPROVE**, Financial & Management Consultancy

- Conducted a research project for an NGO on the feasibility and budgeting of an online search engine for MENA NGOs.
- Explored the feasibility of a communication consulting startup in Beirut and engaged in financial forecasting for an HVAC company's new business line in Lebanon.

## Education

**Lebanese American University**, Beirut, Lebanon | **Bachelor's degree in Business Administration**

**Beirut Baptist School**, Beirut, Lebanon

**Digital certificates:** Google Digital Marketing Garage and Google E-Commerce Certification

**Interests:** A passionate gaming guru with a strong interest in sports like basketball, football, motorsports and padel. As part of my lifestyle, I balance my love for gaming with a dedication to fitness and an active routine.