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Employment History:

- Communications Officer at “Rene Moawad Foundation”

As a communications officer at RMF, my role was:

1. Developed and executed comprehensive communication strategies to promote RMF's programs, initiatives, and mission to empower communities.
2. Managed all external communication channels, including social media platforms, the official website, newsletters, and press releases, to maintain consistent and impactful messaging.
3. Created high-quality content, including articles, reports, and marketing materials, to raise awareness of RMF's projects and achievements.
4. Built and maintained relationships with media outlets, journalists, and partners to enhance visibility and foster collaboration.
5. Organized and supported public events, workshops, and campaigns to engage stakeholders and advocate for RMF's causes.
6. Conducted regular media monitoring and analytics to measure the effectiveness of communication efforts and optimize strategies.
7. Collaborated with program teams to align messaging with organizational goals and ensure accurate representation of RMF's activities.
8. Played a pivotal role in crisis communication by developing proactive responses to address challenges and maintain the organization's reputation.

- Service provider at “Amideast/Lebanon”

As a service provider at Amideast, I collaborate with the initiative “The American Corner” to deliver trainings, workshops, seminars and webinars, in topics related to:

1. Sustainable business solutions
2. Youth empowerment
3. Youth development
4. Digital marketing
5. Communication and presentational skills

- **Digital Marketing Trainer at “Mercy Corps Lebanon”**

As a Certified Training Professional (CTP) and a passionate digital marketer, I specialize in equipping trainees with hands-on expertise in crafting effective marketing campaigns and navigating the online platforms for freelancing opportunities.

I work as a Digital Marketing Trainer at Mercy Corps, a global humanitarian organization, where I deliver comprehensive training encompassing digital marketing strategies, technical skills, and online business management.

- **Co-founder and Content Manager at “Marvix Agency”**

Key Responsibilities:

1. Meet up with potential clients
2. Create and oversee content calendar for each client
3. Strategize the type of content to meet the clients' needs
4. Assist clients in developing a better marketing strategy to compete in the market place
5. Optimize content according to (SEO) Search engine optimization
6. Ensure content is consistent across platforms
7. Collaborate with the marketing team and Graphic designers
8. Write, edit and proofread content
9. Provide editorial, creative and technical support to team members

Main Achievements:

1. Closed 10 deals in one month with startup companies, online businesses and personal accounts
2. Created an added value on all managed social media accounts
3. Spread awareness on multiple brands in order to find their target audience
4. Improved visibility of the websites using SEO methods

5. Implemented cohesion between all the agency's departments
- **Digital Marketing Intern at "J-Grove"**

Key Responsibilities:

1. Learn the customer behavior throughout analytics tools, such as Google analytics, Facebook analytics and Instagram business tools.
2. Take charge of the keywords search for the optimum rankings for the company's website.
3. SEO and keywords search for the published ads on social media platforms.
4. Search and learn about new marketing strategies with the marketing team.

- **English Teacher at "Suvidha Foundation"**

Key Responsibilities:

1. Prepare lesson plans and presentations for Grades 2 and 3
2. Create attractive PowerPoint presentations about the material

Main Achievements:

1. Helped underprivileged children access English learning lessons for free on Suvidha Foundation platform. My lessons can be found on the website "www.suvidhafoundationedutech.org "

- **Sergeant: Lebanese Army (2018-2022)**

Key Responsibilities:

1. Operated as a medic on battlefield
2. Trained special operators
3. Oversaw ground operations
4. Interpreted with United Nations personnel (English, Spanish, French)

Main Achievements:

1. Improved time management
2. Critical thinking
3. Leadership
4. Honor post with multiple honoree letters

- **Certificates and Licenses:**

1. "Fundamentals of Digital Marketing Course" by Google Garage (2022)
2. "Freelance Academy Course" conducted by Mercy Corps in (2023)
3. "Training Of Trainers" conducted by Mercy Corps and Formatech (2023)
4. "Master in Digital Marketing" by Max Business School (2024)

- **Education:**

1. Translation and Interpretation: Lebanese International University (2021-Present)
2. Psychology: Lebanese University (2023-Present)

Digital Marketing Skills

- Strategy Development
- Content Creation & Management
- SEO & SEM
- Social Media Marketing
- Email Marketing
- Online Advertising
- Data Analysis & Reporting
- Lead Generation

Training & Teaching Skills

- Curriculum Development
- Instructional Design
- Training Delivery
- Workshop Facilitation
- Public Speaking
- Mentoring & Coaching

Technical Skills

- CMS Management
- Graphic & Video Design
- Web Analytics (Google Analytics)
- SEO Tools (SEMrush)
- Email Marketing Platforms (Mailchimp)
- CRM Software (Salesforce, HubSpot)

Communication Skills

- Content Writing & Copywriting
- Multilingual Communication (English, French, Arabic, Spanish)
- Public Relations
- Presentation Skills

Business Management Skills

- Project Management
- Client Relationship Management
- Strategic Planning
- Budget Management
- Team Leadership