

Ramzi El Khoury

Senior Marketing Communications Specialist

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PROFESSIONAL EXPERIENCE

Senior Marketing Communications Specialist

Natgaz | Sidaco, a subsidiary of Gaz Du Liban | Beirut, Lebanon

Aug.2022 – Present

Brand Management and Strategy:

- Aligning marketing objectives with business goals to elevate brand performance in the Lebanese market.
- Executing integrated ATL/BTL/digital campaigns to increase awareness and brand equity.
- Developing and enforcing brand guidelines for visual and messaging consistency.
- Leading cross-functional brand voice initiatives and mentoring internal teams.

Marketing Planning & Execution:

- Managing campaign strategy and creative development across platforms.
- Driving consumer engagement through data-driven segmentation and market trend analysis.
- Overseeing performance marketing, media planning, and agency management.
- Creating compelling digital content, improving engagement and visibility.

Operations & Cross-Functional Coordination:

- Collaborating with procurement, sales, and logistics for timely campaign execution.
- Managing budgets, timelines, and KPIs to ensure efficiency and ROI.
- Administering mobile app content and handling digital customer service.

Senior Marketing Communications Specialist

IPT Group, a leading Oil & Gas Company | Amchit, Lebanon

Jul.2015 – Jul.2022

- Educated cross-functional teams on brand messaging and marketing objectives, aligning internal efforts.
- Proposed and implemented creative promotional formats based on consumer behavior insights.
- Fostered strategic partnerships to amplify brand reach and campaign effectiveness.
- Led budget planning and performance reporting for national campaigns.

Account Manager

InfoPro sal, an Information Provider | Beirut, Lebanon

Oct.2014 – Jun.2015

- Boosted revenue by tailoring marketing and business development solutions to corporate clients, leading to increased sales opportunities and client retention.

Channel Sales Manager

Market Direct Ltd, a subsidiary of Finatrade Group | Accra, Ghana

Feb.2013 – Aug.2014

- Directed sales and merchandising teams to promote a portfolio of 400+ products, driving territory expansion and sustained revenue growth across diverse FMCG categories.

Business Development Coordinator

Zawya, a subsidiary of Thomson Reuters | Dubai, UAE

Jul.2012 – Feb.2013

- Supported regional business growth by conducting market research and optimizing lead allocation, resulting in improved client targeting and team efficiency.

Corporate Account Executive

One Prepay LLC, a Telecom Service Provider | Abu Dhabi, UAE

Jun.2010 – Jun.2012

- Strengthened client base by expanding services with existing customers and deploying marketing tools to boost e-voucher and telecom product sales.

Project Coordinator

DevIneMedia/AltCity, a Non-Governmental Organization | Beirut, Lebanon

Dec.2009 – May 2010

- Led awareness campaigns and trained teams on electoral reform, effectively managing content creation across digital and print platforms.

District Coordinator

LADE, Lebanese Association for Democratic Elections | Beirut, Lebanon

Mar.2009 – May 2009

- Coordinated district-level election monitoring operations, overseeing volunteer training, and ensuring compliance at voting centers.

EDUCATION

Bachelor's degree, Bachelor of Business Administration-Marketing, **University of Balamand**

Sep.2004 – Jun.2008

Baccalaureate degree, Baccalaureate of Economics & Sociology, **Bishmizzine High School**

Sep.2003 – Jul.2004

SKILLS

- Marketing Strategy • Brand Management • Digital Marketing • Social Media • Market Research
- Content Creation • Communication • CRM & CMS • Data Analysis • Creative Direction • Event Planning

LANGUAGE SKILLS

Arabic (Native) • **English** (Fluent)