

Kassem Nehme

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Experience

NOVEMBER 2020 – PRESENT

SENIOR ACCOUNT MANAGER /FLY-FOOT

- Achieved significant sales increases and maintained high customer satisfaction levels by resolving complex operational issues in real-time.
- Lead cross-functional teams including Marketing, Operations, Sales, Social Media, and Customer Service. Set and track KPIs and conduct performance reviews.
- Designed and optimized digital marketing strategies across social media and paid campaigns, utilizing performance reporting to reach business goals.
- Negotiate and manage key vendor relationships, including accommodation, airlines, and event ticketing.

Achievements

- Selected to lead operations, sales, and customer service on-site in Qatar; managed logistics and high-touch service for VIP and regular clients during tournament peaks.
- Promoted from Digital Marketing Specialist to Senior Account Manager following exceptional performance and leadership during the 2022 FIFA World Cup Qatar project.

APRIL 2014 – OCTOBER 2020

CO-FOUNDER & ACTIVE PARTNER/HADAF360

- Partnered in the creation and launch of Hadaf360.com, an innovative digital platform for Arabic-speaking football fans in the MENA region.
- Developed and executed content strategies that enhanced brand visibility and engaged fans across the region.
- Managed cross-functional teams and drove strategic decision-making to fuel company-wide growth initiatives.
- Oversaw digital content creation to ensure alignment with brand identity and user engagement goals.

OCTOBER 2012 – AUGUST 2020

SUPPLY OFFICER/LEBANESE AMERICAN UNIVERSITY

- Managed purchase requests, asset transfers, and inventory control for university departments.
- Liaised with various departments to streamline supply chain management and ensure timely operations.
- Provided training to new staff members and conducted comprehensive inventory audits.

Skills

- Strategic Planning & Reporting
- Crisis Management
- Google Ads
- Meta Ads
- Google Analytics
- Vendor Management
- Digital Marketing
- CRM

Education

2011

Bachelor of Science in Management Information Systems (MIS)/
Lebanese American University

Certifications

2019

Social Media Certificate
HubSpot Academy

2020

Developing Entrepreneurship for MSMEs
Spark & Berytech

Languages

- Arabic *Native*
- English *Bilingual*

References

[Upon request](#)