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WORK EXPERIENCE

NOBILIS PROPERTIES- Lebanon (Real Estate Developer)

Role: Marketing Manager (2017 – Present)

- Developing the marketing strategy for the company in line with company objectives.
- Coordinating marketing campaigns with sales activities.
- Overseeing the company's marketing budget.
- Creation and publication of all marketing material in line with the marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Monitor and report on effectiveness of marketing communications.
- Working closely with design agencies and 3rd parties to create all the material needed.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analyzing potential strategic partner relationships for company marketing.
- Managing allocation of leads to the sales team
- Handling the online and social media aspect of the company

RISE PROPERTIES - Lebanon (Real Estate Developer)

Role: Marketing Manager (2014 – 2017)

- Coordinated with companies for creating high end collaterals, 3D animations, renderings, imagery, model, interior design, landscaping, freelancers, advertising agencies...
- Created advertising and communications campaigns and tracked their implementations
- Worked on the plan to launch new projects in a 360-marketing campaign including PR, Events, media, branding, digital...
- Negotiated with suppliers for better media rates
- Managed and selected best media locations at the best price while guaranteeing the best campaign visibility
- Handled the online and the social media aspect of the company
- Developed the yearly marketing and advertising plans
- Handled the financial side of the department
- Monitored the marketing budgets by comparing and analyzing actual results with plans and forecasts
- Prepared marketing reports by collecting, analyzing, and summarizing sales data
- Identified interesting trade shows, exhibitions, sponsorships to be part of
- Planned and executed the company stand at ABC dbaye, ABC achrafieh, LeMall and Dream Exhibition

Damas- Lebanon (Jewelry)

Role: Marketing Manager (2013 – 2014)

- Planned and executed promotional activities related to all marketing plans supporting the brand
- Managed day-to-day progress of product marketing planning and execution
- Coordinated the development of communication materials such as catalogues, brochures, in-store displays...
- Supervised the production of TV advertisements, magazine advertisements, email campaigns, website, exhibition stands, and liaising with media partners
- Negotiated with media partner to optimize deal transactions
- Coordinated promotional media campaigns in collaboration with the company's outside advertising agency
- Provided post-event reports, analysis, and regular status reports on marketing programs
- Assisted in the development and management of the marketing budget
- Maintained and updated the website, Facebook and any other social media tools

Debbas- Lebanon (Lighting)

Role: Marketing Specialist (2010 – 2013)

- Created and implemented the Advertising plan for the decorative and Bang & Olufsen divisions

- Maintained contacts with different parties for the success of the marketing plan (suppliers, advertising, media...)
- Provided information by collecting, analyzing, and summarizing data and trends
- Monitored, reviewed and reported on all marketing activity and results
- Delivered marketing activities within the agreed budget
- Liaised with media and advertising for the creation and implementations of various campaigns (Eclipse Des Prix, Christmas, Showroom lunch, etc.)
- Created and handled the Facebook page of Debbas
- Organized and attended events such as exhibition, trainings, sponsorships, events
- Lead generation and initiation of the first contact with new clients
- Marketed the company products and services to the right market whether B2B or B2C (AEC visits, advertising, catalogues and sample distribution)
- Liaised and networks with a wide range of stakeholders (consultants, contractors, designers, architects, developers, suppliers, different business units)
- Contributed to the showroom redesign and products placement

BrandCentral Company (The Branding Division of Saatchi & Saatchi Lebanon)

Role: Senior Account Executive (2006 – 2009)

- Handled the following accounts: (*Zain* telecommunication, *Trust Insurance*, *Sodamco* construction chemicals, *Wardieh* gas and oil distribution, *Al-Hana Hotels and Resorts*, *Credit Bank*, *United Arab Shipping Company (UASC)*, *Orbit Al Khaleej*, *Assawt* newspaper, *Etiquette* school of social conduct, *Sakr Holding*, manufacturing and sales of generators)
- Prepared financial proposals according to clients' requests (Logo Design, Naming Architecture, Website Design, Packaging Design, Brand Book ...)
- Created naming strategies and presentations
- Assisted in the creation of the strategy intended for the rebranding
- Communicated internally in an effective and inspiring way, making sure the team is always well served and inspired to achieve more

EDUCATION

- **2010 - 2011:** Certified Manager (Institute of Certified Professional Manager New York)
- **2001 - 2005:** Bachelor of Arts in Advertising and Marketing, Notre Dame University (NDU)

TRAINING

- **2018:** Digital Marketing workshop
- **2017:** 1-month workshop in photoshop
- **2013:** Two days hands-on workshop "Facebook for Business"
- **2010:** Three-day workshop "Advanced selling strategies for B2B's"
- **2008:** Three-day workshop "Presentation and Public Speaking"
- **2008:** Three-month workshop, two days a week on "Effective English for Business"
- **2006:** Three-month Cross Functional training in the Media and Client servicing departments at *Grey Worldwide* Lebanon

STUDENT EMPLOYMENT / EXTRA CURRICULAR ACTIVITIES

- **2002 – 2005:** Assistant librarian at NDU library
- **1999 – 2006:** Provided for a part of the university tuitions thru extending guitar Lessons.

HOBBIES / SPORTS

- Guitar tutoring, Basketball, Yoga, Reading, Music, Movies

IT PROFICIENCY

- Microsoft office, CRM

LANGUAGE PROFICIENCY

- Arabic: mother language
- English: fluently (writing, speaking, reading)
- French: fluently (reading) moderate (writing, speaking)

REFERENCES

Available upon request