

MICHEL NAMMOUR

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ADVERTISING SOLUTIONS | DIGITAL MARKETING | ACQUISITIONS | SALES

English & French
Digital Marketing
Social Media
Negotiations Skill
P&L Management
Sales & Customer Care
Retention

- Experienced in advertising and media solutions that help brands build and position themselves, placing them at the forefront of their respective industries.
- Success directing and implementing a broad range of winning media campaigns and projects, from conception through launch.
- Provided high quality service to the clients and built solid relationship.
- Proven expertise building concepts and business requirements into effective integrated advertising campaigns and new media innovations.
- Recognized for creating outstanding partnerships, having successfully built synergistic organizational partnerships that have produced large returns on investment.
- Certified Digital Marketing Professional by DMI

PROFESSIONAL EXPERIENCE & IMPACT

Nordia Inc. Laval | Loyalty and Sales Representative

Jan 2019 till present

Started by being the first point of contact for all inbound calls across Canada for Bell residential and commercial services. Responsible of understanding and answering customers sales requirements. Find proper solutions to problems in Bell security system and in charge of generating sales of internet, TV and home phone. Created solid relationship of trust with clients. Ranked top performer in the team and successfully implemented new ideas in solving problems. Shifted to Sales of Bell services to new potential clients across Canada. Managed to overreach the monthly target with great monthly results in monthly KPI's. Currently engaged in the customer loyalty department. Responsible for designing and implementing customer retention strategies to increase loyalty and maintain the business.

Initiative Dubai | Media Buying Director

2011 – 2017

Lead and direct major local and regional client accounts, working to deliver custom-tailored, multi-channel advertising solutions. Responsible for developing negotiation strategies, goals, timelines and deliverables within scope of client contract. Investigate ways to achieve optimum profit for the agency without compromising schedule or performance. Reconciled vendors with finance department year end to ensure final revenue totals. With an expert understanding and coordination of advertising plans and media strategies, personally ensure client deliverables are completed on time and within budget. Lead a team of five members, media buying strategy in collaboration with planning head for costing exercise and securing competitive rates. Reconciled vendors with finance department year end to ensure final revenue totals.

MEC Dubai | Trading Director

2007 – 2011

Created and managed partnerships with key media suppliers and publishers to buy multi-channel services. Developed and drove media strategies, monitored competitors activities and executed business critical acquisition in marketing campaigns. Responsible for estimating, negotiating, placement, securing added value, reporting, and posting of assigned markets. Additionally, served as a key manager of a team of fifteen members, all agency clients and yearly accounts forecasts. Measure and report performance of marketing campaigns, gain insights and assess against goals.

PROFESSIONAL EXPERIENCE (CONT.)

Impact/BBDO & OMD Jeddah-Dubai | Strategic Planning & Buying Director 1998 – 2007

Developed and drove media strategies, and executed business critical acquisition of marketing campaigns. Responsible for estimating, negotiating, placement, securing added value, reporting, and posting of assigned markets. Additionally, served as a key public-facing representative and contract negotiator for key international accounts. Pro-actively seek creative media opportunities appropriate to specific clients. Worked on monitoring, analyzing and the learnings of competitor's activities helping the client (marketing department) to improve the weakness and benefit from new media opportunities not implemented by them.

EDUCATION

Notre Dame University - Lebanon | B.A, Advertising & Marketing 1996

TRAINING & CERTIFICATION

DMI | Certified Digital Marketing Professional

Google Digital Garage | Online Marketing Fundamentals Qualification

Google Academy | Google Analytics Individual Qualification

Google Academy | Digital Garage Certificate

IPG Dubai | Professional Negotiation Skill

THG Dubai | Sales Strategy

Google Academy | Campaign Manager Brand Controls Basics

MyLead IPG - California | Leadership Development Program for Senior Managers