



# Mahmoud H. Ismail

## MARKETING MANAGEMENT



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- Kuwait

## ■ PROFILE

Experienced in senior marketing roles, adept at crafting and executing impactful campaigns, eager to bring expertise to a high-standard company. Skilled in guiding teams to exceed objectives through comprehensive strategies and consumer-centric approaches. Known for fostering collaboration and inspiring excellence, I'm confident in my ability to seamlessly integrate and contribute positively to your esteemed team, ensuring continued success and growth.

## ■ EDUCATION

### □ BACHELOR OF BUSINESS ADMINISTRATION

Information Technology and Operations Management (ITOM)

2011 – 2017 at Lebanese American University (LAU)

### □ LEBANESE OFFICIAL BACCALAUREATE DEGREE

2010 – 2011 City International School

## ■ WORK EXPERIENCE

### □ BEST AL YOUSIFI

#### Marketing Supervisor (February 2023 - Present)

- Marketing Licensing for showrooms, products, and window designs.
- Influencer videos.
- Outdoor billboards.
- Coop mini screens.
- Newspaper and magazine posts.
- Press releases.
- Credit department marketing.
- Marketing campaigns (showrooms - events).
- Social media scheduling/posting (when necessary)
- Push notifications.
- Supervise web-banner and online content.
- Supervise and monitor Analytics when necessary.

## **BEST AL YOUSIFI**

### **Product Assistant Manager (August 2022 - February 2023)**

- Responsible for all HPD equipment at Best Al Yousifi with team.
- Emphasis on massage and sports equipment.
- Monitored all sales on a daily basis and reached quarterly targets with the team.
- International vendor relations with reports on product movement.
- Closed a deal with one of the top chinese massage equipment vendors in China.
- Took care of local suppliers (debit & credit notes - PO - distribution of merchandise - customer complains - returns).
- Report to CEO with all the progress when needed.
- Salespersons training of category new products.
- Prepare presentations for new upcoming product suggestions and other target/ forecasting purposes.
- Setup marketing strategies and follow up with promotional posts with online team.
- Track upcoming shipments after completing orders and following up with the logistics team.

## **METARIBA**

### **Operations/Relations Manager (January 2022 – June 2023)**

- Team leader
- Set up new target markets.
- Manage and present proposals/projects to clients.
- Optimizing operation and team time management.
- Staying up to date about all WEB3 trends.
- Pitching new creative ideas for NFT projects.

## **EVELECTRA, DOWNTOWN BEIRUT**

### **Deputy Dealership Relations Manager (September 2020 – October 2021)**

- Read and analyzed the company's dealership contract. (Updating it with legal affairs department depending on company decisions)
- Report directly to the CEO on all the updates regarding our dealership clients.
- Setup sales strategies to maintain current market and penetrate new markets.
- Use ERP system to manage all purchasing orders.
- Trained company sales-persons and dealership officers.
- Create marketing content with the marketing department.
- Managed all dealership relations globally.
- Setup Dealership relations' SOP and business plans.
- Issue due diligence on potential dealership clients.

## **KFARBEIT ENTERPRISES, KFARBEIT SAIDON**

### **Project Manager (June 2019 – Present)**

- Managed a vast variety of agricultural projects under the Ministry of Agriculture's governance.
- Directed the project towards using innovative solutions for more efficient and effective outcomes.
- Project controlling and coordinating, and insured inventory control and asset management.
- Using effective tools like P6 and MS Project.
- Filled Scope of work (SOW) and Request for Proposal (RFP).
- Test and evaluate products and innovative technologies.

## **INTERCONTINENTAL PHOENICIA, BEIRUT HOTEL**

Housekeeping Supervisor (January 2019 - April 2019)

## **DOOZY INSURANCE, BEIRUT, LEBANON**

Sales and Operations Supervisor (December 2017 - December 2018)

## **BANK DU LIBAN, BEIRUT, LEBANON**

Internship (August 2017 - September 2017)

## **BEIRUT EVENTS**

**Freelancer - Public Relations and Event Coordinator (Lebanon March 2010 – August 2013)**

- Delivered high quality service to customers.
- Met or exceeded targets for deposit growth, income generation, product sales and new client growth.
- Anticipated and provided solutions to client needs and gave high priority to client satisfaction.
- Sold tickets and managed events with a group of friends.

## **HOURIYI SAIDA FOOTBALL CLUB, SAIDA, LEBANON**

**Professional Football Player (January 2008 – 2018)**

- Playing in academies and training daily.
- Winning tournaments around Lebanon.
- Participating in European tournaments.
- Coaching younger generations.

## **QUALIFICATIONS/ACHIEVEMENTS**

- Football/fitness trainer.
- Coached at the official PSG (Paris Saint German) Academy in Kuwait.
- Attended plenty of workshops and conferences about worldwide business development.
- Familiar and knowledgeable of new concepts in networking.
- Won a Sportsmanship Award in LAU due to full dedication to the LAU's football team and helping around with sports events.
- Captain of the football team at LAU 2016-2017.

### **EXPERTISE**

MS Office (Word, Excel, Access, and PowerPoint)  
MS Project  
Java familiar  
IT Hardware Troubleshooting  
Strategic Management (Capsim)  
ERP (Enterprise Resource Planning)

### **INTERESTS**

Football, table tennis, swimming, hiking, camping, researching, coaching, MMA, reading, and event planning.  
Socializing with people.  
Study of Technology.  
Forex and Trading.

### **LANGUAGES**

Arabic: Native Language.  
  
English: Fluent (Writing, Reading, and Literal).