

Jad Ibrahim Al Salim

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EXPERIENCE

Employer: CMA CGM

Nov '19 to Present

Position Title: **Digital Project Manager**

Project Management (80%)

- Responsible for the delivery of digital transformation program: transforming Financial Transactions into a Blockchain network
- Handling the recruitment of digital team across all seniority levels as part of the expansion process
- Handle the communication with the business stakeholders & project sponsors
- Ensure that milestones are met and mitigating risk(s) when applicable

Product Innovation (20%)

- Innovate new products/services by following “Proof of Concept (POC)” approach
- Communicate regularly with the business stakeholders and Subject Matter Experts (SME) to identify & propose new opportunities, products, services, and tools for the shipping & logistics business domain

Employer: MySay

August '18 to July '19

Position Title: **Product Manager**

- Define and refine Mysay's product vision and roadmap.
- Conceptualize ideas (eg. *TV Competitions & Gamification elements*) for the purpose of raising awareness of the brand.
- Work closely with clients, sales, and content teams to identify product's enhancements and opportunities for new revenue streams.
- Regularly monitor the competitors' offerings to stay ahead of the competition.
- Create project plans for roadmap items in collaboration with the engineering, design, and UX teams.
- Community Management: listen to the product's audience through various channels (Facebook, Whatsapp, and Emails) and address their needs and concerns accordingly.

Employer: Keeward

May '16 to June '18

Position Title: **Digital Project/Account Manager**

Brands: Raseef 22, Lebelik, and fait Maison

- Act as the main point of contact between the different stakeholders of the project (Client, Agency Team, External Agencies).

- Write creative brief covering: Market & Consumer Insights, Brand Overview & History Target Audience, Unique Selling Point, Definition of Channels
- Use Agile methodologies to manage websites and content strategies from conception through development until delivery.
- Create and execute project plans
- Manage the billing for each account and send invoices to the accounting department accordingly.
- Manage client reviews for the following deliverables: Personas, Content Inventory, Wireframes, Designs, Content Strategy, Sprint Demos, and their corresponding sign-offs.
- Contribute to the pre-sales /business development phase by writing proposals & questionnaires
- Lead internal and client meetings and document minutes of the meeting.

Employer: Interesting Times

Oct '14 to March '16

Position Title: **Digital Project Manager**

Brands: Herbal Essences, motiongate (part of Dubai Parks & Resorts), Red Bull UAE, and STC

- Provide end-to-end project management for the following: On-ground Activations, Mobile Applications, Online Games, Micro-sites, and Banners.
- Collaborate with the creative department in researching & brainstorming ideas for campaigns & activations.
- Create and execute project plans.
- Collect feedback from the clients on the deliverables and debrief the team accordingly.
- Follow up on the project's schedule with the team and inform clients about the current status
- Make sure projects are delivered according to budget, on schedule, and within the defined scope.
- In the case of outsourcing: Request quotations for digital projects from various vendors and check the technical feasibility of the proposed solution.

Employer: Element^n

Aug '12 to Sept '14

Position Title: **User Experience Consultant /Business Analyst**

Clients: Zain KSA, touch, and PointBurst

- Gather and analyze customer's requirements & needs
- Design wireframes
- Conceptualize websites, mobile apps, and Intranets
- Write product requirements documents (PRDs) & functional specification documents
- Scrum Master: Initiate planning sessions at the beginning of each sprint, give a brief for user stories, and prepare demo at the end of the sprint
- Attend internal UX meetings and discuss the latest trends in web & mobile

Employer: Clifton Myers Enterprises (CME) Offshore

Dec. 09 to July '12

Position Title: **Software Engineer (.NET Developer)**

Client: Tangoe

- Developed within a team, a Mobile Device Management web application that delivers an integrated device provisioning and monitoring system for devices owned by the enterprise.

Side/Creative Projects

- [I am Positive](#) (*Campaign*)
- [Ramlet El-Bayda](#) (*Awareness Campaign*)
- [Digital Wine](#) (*Entertainment*)
- [Father's Day](#) (*Awareness Campaign*)
- [Breast Cancer](#) (*Awareness Campaign*)

EDUCATION

Lebanese American University (LAU)

Oct. 05 to Jun. '09

Bachelor of Science (BSc) in Computer Science (with Honors)

Skills

- **Client Facing:** Problem Solving, Transparent Communication, and Negotiations
- Highly proficient in **SQL**
- Content Management Systems: **Magento & WordPress**
- Marketing mix/Integrated approach
- **Project Planning:** Microsoft Project, Jira and Gantt Project
- Search Engine Optimization (**SEO**)
- Excellent command of **Arabic** and **English** and good knowledge of **French**