

Ramy Khalil

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Dandan bldg, St Jean Street, Sarba, Jounieh, Keserwan.

Date of Birth: 16-12-1980

Marital Status: Single

Professional Profile

Firm in the belief that strategic thinking should keep communications simple, dynamic, entrepreneurial sales management strategist, competent at multi-tasking, confident and focused working either alone or in a team. I helped my teams to focus on people we talk to everyday. Creative and innovative, keen to pursue new ideas and projects. I have worked on Online Banking and Mobile Banking services launching and repositioning, created and launched sponsorships events, simplified the benefits of various banking services and products. Tenacious in building new business, securing customer loyalty and forging strong relationships and external business partners.

Work History

Stock manager	Puma sports wear (Roberts group), Lebanon	6/2005-9/2005
Assistant chief of accounting	Roberts group, Lebanon	9/2005-11/2006
Marketing / R&D (Head of research and product development)	BBAC bank (head office)	11/2006 present day

Professional Accomplishments

BBAC Bank

Marketing

- Suggest new brochures, posters and marketing tools designs or amending old ones.
- Deal with printing house, set delivery date for all products brochures, posters, banners... check and approve the product flyers before final printing.
- Handle all sponsorship
- Deal with outsourcing advertising agency in order to create BBAC Advertising & Marketing campaign.
- Organize and handle events related to BBAC.
- Image and branding for all the local and foreign bank branches.
- Handle all press ads and all publications in magazines

Marketing Tools

- Deal with suppliers in order to set gifts for customers.
- Set all branches marketing tools and partitions
- Deliver appropriate marketing tools and brochures to branches

E-marketing

- Business owner for online banking service (mobile & Web) marketing level (Design, Monitor, PWT, UAT, training branches, Security...)
- Implementing queuing system implementation in several branches (phase 1 and 2)

- Monitor over Android and Apple console statistical figures related to BBAC app
- Processing phase 2 for BBAC mobile application-marketing through BBAC electronic means
- Editing and managing BBAC website And its mirror platform in all phases from creation phase to publish mode
- Monitor Google analytics for the website
- CRM development, implementing, training and monitoring with all the branches.
- Assisting all branches in CRM data entry
- Monitoring all BBAC social media channels and web ads

Research and Development

- Study and Development of the BBAC money transfer unit
- Research and studies for Lebanese regions in order to pick the right location to open new branches or launch new products.
- Study for a new branch to submit it to Lebanon Central Bank (BDL)
- Development of existing products and create new ones.
- Statistical studies on all banks in Lebanon (loans, deposits, interests, services ...).
- Statistics studies for foreign banks in order to open overseas branches.
- Reporting on a monthly basis to the AGM (targets and incentives achievements, competitor's products status ...).
- Follow up on market competitors.
- Reporting every problem with CRM Pexim Tezauri to the head of Software developer
- Set sales targets for the sales team.
- Set sales targets for branches.
- Follow up on sales team.
- Incentives settlement

Divers

- Organize training for new employees.
- .Provide and generate domiciliation offer for private and public sector companies
- Call Center training

Assistant chief of accounting

- Handling all shops accounts.
- Audit on all Roberts Group shops.
- Reporting on a monthly basis all the shops profit to the chief accountant.
- Handling all stocks inventory through fox pro system.

Stock manager

- Furnishing all Puma's shops and clients with all their need.
- Preparing all the delivery notes and merchandise.
- Monitoring all Puma's truck rooting of the day.
- Check inventory every 2 months.
- Reporting directly to the general manager about clients situations.
- Checking all the containers arrival.

Seminars and Training

- Selling skills techniques (Starmanship).
- Retail Banking products.
- IT awareness and security (Mr. Georges Haddad)
- CRM process in data mining and analysis. (Pexim)
- Trezauri System. (Pexim)
- Banking law. (Dr. Paul Mourcos; Me. Amine Rizk)

- Negotiation skills. (Dr. Elie Samia)
- Strategic selling plans. (Dr. Elie Samia)
- Strategic thinking and marketing planning (Starmanship).
- CRM (customer relation manager) BDL
- E-Marketing workshop – Digital marketing
- Environmental products and Sales

Professional Skills

Computer	Microsoft Office 2007/NT/XP/Vista + internet applications + CMS mode webiste and mobile app.
Language	Fluent in Arabic, French and English (Spoken, written and read).
Other	Microsoft office, fox pro, dolphin junior, fox pro for stock, linux, lotus 1,2,3, SPSS for windows...

Education

College central jounieh	Bacc II philosophy	1999/2000
Ecole superieure et international de gestion	BA in marketing	2004/2005
Université de Quebec a Montréal	BA in marketing	2004/2005
Univerité La Sagesse	MBA in Business Marketing	2007/2008

Other

Feasibility studies	Since 1952 Watch Factory	2004/2005
Study for a company planning to import watch mechanism from Switzerland and assemble it with a bracelet and a watch box made out of jewelry.		

Training

Providing training for BBAC staff and call center staff in all BBAC products and services.
2005/2009

LesMills Instructor

LesMills group exercise instructor licensed in RPM and Body Pump

- RPM
- Body Pump
- TRX Suspension training

Additional Information

Exempted from Military Service.

Has a keen interest in all types of sports.

Engaged in a range of activities including basketball, tennis & movies.

Basket ball player, played 2nd division with Central Team.

Handle all sports activities in BBAC bank.

References

References are furnished upon request.

