

Rodolph Abi El Hessen

Nationality: Lebanese **Date of Birth:** 26th of August 1988 **Marital Status:** Single
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Seeking challenging position in a reputable organization where I can fulfill my duties with success and participate to the organization's growth and expansion

Keys strengths and competencies:

- Project Management
- Resource Management
- Processes and workflows creation
- Strategic planning
- User Experience
- Media planning
- Media buying
- Media Management
- Ads Operation
- Content creation and management
- Strong communication skills
- Team Worker
- Strong organizational skills
- Ability to work under stress
- Excellent IT knowledge
- Ability to respect deadlines and due dates
- Fluency in Arabic and English (read, spoken, written). Average French (read, spoken, written)
- Ability to learn and adapt to new procedures quickly and efficiently

Working Experience

Arabnet September 2017 – Ongoing	Senior Marketing & Technology Manager
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- Develop the marketing strategy for the company in line with company objectives.
- Oversee the company's marketing budget.
- Set online strategies and utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Plan and direct all web, SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Measure and report performance of all online advertising campaigns, and assess against goals (ROI and KPIs).
- Set ad network and SM ad strategies to ensure lead generation and supervise proper implementation.
- Evaluate emerging technologies and Identify trends and insights to build new and creative growth strategies and provide thought leadership and perspective for adoption where appropriate.
- Instrument conversion points and optimize user funnels.
- Manage the CRM
- Manage the website creation process

Coddick July 2015 – May 2017	Digital Marketing Manager / Project Director
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Project Management

- Create and manage projects workflow and processes
- Capacity planning and resource allocation
- Create, maintain and update detailed project plans that will drive expert schedule, resource and client management
- Develop trusted relationships with project sponsors and listen actively to their concerns and questions in order to better understand their requests and perspectives
- Forecast budget and time estimates
- Proactively identify and mitigate project risk, and expeditiously resolve project issues
- Prepare a detailed SOW including functionalities, user stories, user journey, added to sketches
- Gather assessments and create timelines spread into sprints including the major milestones
- Create and maintain comprehensive project documentation

Resource Management

- Leading a team of 3 sub-departments operated by seven teammates.
- Contributing to the structure creation of the Digital marketing department as well as the operation as a whole
- Defining roles and functions of each team member along with their KPI's
- Responsible of team recruitment, development, and assessment
- Responsible of team training and knowledge base expansion

Planning

- Leading the digital planning team for all digital clients
- Developing digital strategies for key digital clients
- Developing digital briefs for all digital work for the creative teams
- Understanding the digital consumer in terms of content/channels/tools to develop behavioral insights
- Liaising with team members/clients to collect information for strategic recommendations
- On-going involvement during live projects to provide regular suggestions for enhancements and improvements.
- Providing feedback on the ins and outs of marketing across all channel platforms.

Traffic Acquisition

- Account set up and management of accounts on Google AdWords, Yahoo, Bing platforms
- Oversee maintenance and optimization of keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
- Provide recommendations and strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals.
- Support the generation of new paid search campaigns, ad groups, and accounts and aid in the creation of new paid search marketing initiatives.
- Generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance to client goals.
- Monitor and evaluate search results and search performance across the major search channels.

Social Media

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

Ads Operation

- Manage inventory and delivery capabilities
- Inspecting bookings and communicating needed tags
- Test tags and provide previews
- Monitor and follow up on progress and ensure the desired deliverables
- Traffic quality/ cost optimization
- Send periodic reports of running campaigns

Main Projects Covered:

- Thepaystubs.com
- ELLEArabia.com
- Al3arabi.com
- Insydo.com
- Almada.org

- Gather clients' briefs
- Manage the solution design process
- Act as the point of contact for clients for digital management matters
- Build strong, long-term client relationships and maintain frequent contact
- Address client queries effectively and in a timely manner
- Manage a group of customers, including enterprise level customers, with multiple cross channel digital strategies
- Produce yearly business plans for clients, identifying new opportunities and strategies
- Ensure key insights and advice are outlined, a clear summary is given of performance against agreed objectives and KPIs
- Prepare and deliver top quality proposals and presentations to customers to demonstrate progress and upsell additional products and services, ensuring that documentation and presentation material follows all company style guidelines
- Investigate and solve customer problems, complaints and credit issues by liaising with all necessary departments
- Pitch fresh and innovative ideas to clients
- Regular communication and liaison with clients at a senior level

Main Projects Covered:

- Ministry of Public Health
- Centre Hospitalier Universitaire Notre Dame des Secours - CHUNDS

Project Management Methodologies, Practices and Processes

- Plan, direct and manage project development from beginning to end
- Facilitate the definition of project scope, goals and deliverables
- Develop project plans as well as define project tasks and resource requirements
- Plan and schedule project timelines, track project deliverables using appropriate tools
- Manage project budget and resource allocation
- Project evaluation and assessment of results
- Quality assurance and control

Client Relationship Management

- Closely communicate with clients and account managers on the project deliverables
- Manage client expectations and ensure that they are met within the scope of the project
- Lead client scoping meetings and participate in client kick off and status meetings
- Oversee all client communications in regards to their project
- Contribute to meeting client objectives
- Maintain and enhance business relationships vital to the success of the project

Business Development

- Assist in the pre-sales process
- Assist in the development and presentation of pitches/proposals to new and existing clients
- Create proposals for current and new clients
- Identify business development and "add-on" sales opportunities as they relate to a specific project and notify account management for proper processing

Leadership & Management

- Oversee, review and offer feedback on work product, artifacts and deliverables at the client level
- Ensure delivery is on strategy and client expectations are met
- Coordinate with PMO to identify and address resource needs
- Work with management to achieve company business goals and targets
- Manage third party involvement where applicable

Main Projects Covered

- Al Jadeed TV
- Setraco Group
- Al Jabal Group
- Bank SGBL
- Gulf Commercial Bank
- Institute of Finance
- Bano Trading
- A & K Construction
- Mind Clinics

Spirit Advertising
March 2012 – September 2012

Digital Communication Executive / Social Ambassador

- Media Planning: preparation of strategic and conceptual action plans tailor-made to fit the client and ensure goal attainment.
- Ads Management: Google, Facebook, LinkedIn, and YouTube (Targeting, Budgeting, Bidding, and reporting).
- Social Ambassador: Community management and content creation
- Establishing direct contacts with Portals and Publishers to ensure best pricing deals.
- Creating presence over social media portals, page moderation in terms of maintenance and activation.
- Monitoring competition on a regular basis.
- Reporting on a daily basis to management.

PubliScreen Online
May 2010 – April 2012

Key Accounts Executive

- Preparing Strategic Campaigns: Media Planning - Media Buying:
Main Clients: Jack Daniel's Lebanon - Sally Hansen –Ahli Bank - China Glaze – Mango – Blom Bank – Salsa - Massimo Dutti –BMW (Lebanon) – Let's Burger – LeilNhar – Leila Restaurant.
- Ads Management: Facebook and Google(Targeting, Budgeting, And Bidding)
- Establishing direct contacts with Portals and Publishers to ensure best pricing deals.
- Monitoring the media including newspapers, magazines, journals, broadcasts, newswires and blogs on regular basis in order to detect new opportunities.
- Introducing and implementing new ideas in order to boost the campaigns' efficiency.
- Establishing contacts with potential clients and agencies after conducting feasibility studies.
- Responding regularly to clients' requests and ensuring their LT satisfaction.
- Monitoring competition on a regular basis.
- Updating the system files and folders in accordance with the set guidelines.
- Reporting on a daily basis to management.

RF-Sound
January 2007 - November 2011

Operation Manager (Part-time)

- Overseeing the installation of sound equipment
- Securing the needed resources
- Managing stock
- Negotiating with suppliers on new equipment deals
- Establishing new contacts with potential customers
- Monitoring competition and detecting market needs
- Following up on new leading sound equipment technologies
- Preparing offers and following up on contracts' signature
- Managing the team by ensuring the adequate support

Main events Covered:

- MENA Crystal Awards 2011
- Al Oughniya Festival - Qatar 2007-2008-2010
- Hala Febrayer – Kuwait 2008
- David Vandetta– Lebanon
- Les jeux de la francophonie-Lebanon
- Murex D'or – Lebanon 2010

MTV - STUDIO VISION**October 2008 - October 2009*****IT Support***

- Establishing network infrastructure
- Operating Systems: Installation, configuration and troubleshooting.
- Set up workstations with computers and necessary peripheral devices (routers, printers etc.)
- Install and configure appropriate software and functions according to specifications
- Develop and maintain local networks in ways that optimize performance
- Ensure security and privacy of networks and computer systems
- Provide orientation and guidance to users on how to operate new software and computer equipment
- Organize and schedule upgrades and maintenance without deterring others from completing their work
- Perform troubleshooting to diagnose and resolve problems (repair or replace parts, debugging etc.)
- Maintain records/logs of repairs and fixes and maintenance schedule
- Identify computer or network equipment shortages and place orders
- Reporting on a daily basis to Management

Educational Background

- Digital Marketing - American University of Science and Technology (2nd year Dropout)
- Google Adwords Certified Individual
- Lebanese Baccalaureate Part II-Sin El Fil High School

Fields of interest

- Music
- Video Games
- Fishing
- Sports

References

- Name: Omar Christidis
- Company: Arabnet
- Title: CEO
- Contact Information: +96170474316

- Name: Fadi Sabbagha
- Company: Born Interactive
- Title: CEO
- Contact Information: +9613597799

- Name: Mark Sawma
- Company: InTouch
- Title: CEO
- Contact Information: +97150146 8450

- Name: Maroun Saliba
- Company: Propertize
- Title: Managing Partner
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