

Ralph Dib

Beirut - Lebanon

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PROFILE

Social worker with Marketing background and long experience working in management & Strategic Marketing, where I contributed positively given my education, knowledge and experience in this field.

A highly dedicated individual with an overall hands-on understanding and knowledge of the Marketing field, with strong skills in assessment, planning, designing, implementation, monitoring and evaluation. Developed team leadership and project management skills in various contexts.

EDUCATION

- Sagesse Univesity, 2015 – M.B.A in Marketing
- Univesite Libano-Francaise, 2012 – B.A. in International Business
- Charite des filles (DAR El Nour), 2008 – Lebanese Baccalaureate II with emphasis on Economics

WORK EXPERIENCE

LOGISTICS & QUALITY CONTROL OFFICER

Jan 2018 – June 2018

International Orthodox Christian Charities (IOCC)

- Part of the project named "School Feeding" in collaboration with UNWFP under supervision of the Ministry of Education.
- Monitor the implementation of the project from warehouse re-bagging by minimizing wastage and increasing productivity to school delivery, and support field officers when needed.
- Coordinate and network with our supplier to achieve best quality of food (snacks and fruits).
- Organize and follow up food delivery and distribution from warehouse to all Lebanon schools.
- Participate, monitor and manage the execution of summer camp activities.

MARKETING COORDINATOR

Oct 2016 – Dec 2017

Barsha Group

- Set a yearly Marketing Plan, implement Strategies and set targets for all stores.
- Monitor Products display and Ads.
- Coordinate with General Manager to computerize our logistics and warehouse/stock management.
- Implement a Digital strategy (Website Opt, Content Marketing, Social Media, SEO, PPC, Emailing and Analytics).
- Handle and Monitor customers Follow-up, complains and claims.
- Set Strategies for loyalty cards and coupons.
- Prepare and execute Salesmen strategies, goals and training(PPP)

MARKETING & SALES COORDINATOR

Feb 2016 – Sep 2016

MultiFrames

- Set a Marketing Plan and implement Strategies for increasing sales.
- Implement Digital strategies (Website Opt, Content Marketing, Social Media, SEO, PPC, Emailing and Analytics) to fulfill clients' and customer needs.
- Handle and Monitor customers Follow-up, complains and claims (24/7 quick response).
- Get new leads (B to B/ B to C), manage traffic and convert it into customers.
- Meet clients and set costume made proposal requests.
- Proposals follow up and fine tuning.

PARTNERSHIPS COORDINATOR**Oct 2015 – Nov 2015****Startup Megaphone**

- Supervise the implementation of the project “BDL Accelerate 2015”.
- Handle all Lebanese companies participating in this project under the name of “Partners” and set them their booths.

MARKETING COORDINATOR**Mar 2014 - Sep 2015****Swan Group**

- Content research and creation.
- Social content planning, creation and execution.
- Coordination with the graphic design staff on visual creation.
- Direct marketing software and all outgoing communications.
- Managing back office of the websites.
- Community manager for the social media pages.
- Data collection for the marketing audit report.
- Data collection for the market intelligence report.
- Social media content plan including at least 2 articles/ebooks/infographics
- Monthly Cota of data collection for the market intelligence report.

CUSTOMER SERVICE**Dec 2012 – Feb 2014****Touch Lebanon**

- Customers follow up and claims handling.
- Project Management of several projects for the Ministry of Communication
- Telemarketing and Data Collection

WAITER**Massaynakom Restaurant, Tripoli****Edde Sands, Byblos****Las Salinas, Anfeh****Summer 2011****Summer 2008-2009****Summer 2007-2008****LANGUAGES**

- Arabic – mother language; English and French – fluent

SKILLS

- Microsoft Office Applications and Internet research
- CRM systems
- Social Media (landing pages, banners, ebook, infographics).