

Ahmad Hawilo

Dear Sir/Madam,

I read about your company from social media business outlets which intrigued me into knowing more about your services. After researching, and as an academic majored in Business Marketing, I find myself eager to join your reputable company to grow on a personal level and help enrich the company's business performance.

As indicated in my resume, I have extensive experience in market research, benchmarking, digital and content marketing, customer experience and customer service. I've gained those and much more due to my retail background in one of the leading companies in the field. It drove me closer to customers and the market in general which helped me to understand markets and how consumers operate. With such data, I was able to sculpt my marketing abilities and understand the consumer behavior and experience to provide excellent results.

Furthermore, my exposure to e-commerce helped me further enhance my understanding of the digital media. This also enhanced my skills in content marketing, research and analytical skills, campaign management within all the media whether traditional or online. I also managed to work on Google Analytics, Google Ads, SEOs and SEMs, and CRMs to efficiently manage ROI.

Currently I'm working as an operations manager at a business consultancy firm called APO Group which is specialized in the African and GCC markets mainly. Because of my experience in advertising and digital media, I'm also an in-house consultant for my company.

In addition to the above, I'm a freelance digital consultant working on promising small businesses and startups for free.

With all my previous experiences in a managerial position, and as a senior executive, I developed excellent communication skills, strategic and problem-solving skills, the ability to work under pressure and meet multiple deadlines. I also have very good attention to details which helped me further increase my creativity.

In addition to the above, my previous experiences, market research and studies helped me engage and learn about GCC markets especially the UAE; thus, helping me further understand the know-hows of those markets.

I'm always willing to learn and further enhance my skills. I'm a self-motivator, hardworking and I hope to have the opportunity to join your company.

I look forward to knowing more about the next steps in the selection process and promise you that my commitment, self-challenge and enthusiasm will be of significant value to your team. Thank you in advance for your time and consideration.

Sincerely,
Ahmad Hawilo

Curriculum Vitae

OVERVIEW:

Profile: Experienced industry professional with 9 years of insightful knowledge across **Merchandising, Retail Management & Sales, E-commerce & Product development and digital content marketing**

Goal: Seeking opportunities in Senior Managerial roles in **Strategic Planning/ Product Development/ Digital Marketing** across any sector.

Efficiency: Adept at providing the right solutions to develop and deliver growth, revenue targets and bottom-line profitability

Insights: Extensive knowledge in market trends across retail, fashion and ecommerce information that help develop executable Business Strategies

Management: Adept at leading, training and motivating professional team members to achieve planned goals and pre-defined targets

KEY COMPETENCIES

- Excellent strategic thinking and problem-solving skills
- Highly organized with very good communication skills
- Extensive Knowledge in product and content marketing
- Proven ability to work under pressure and meet multiple deadlines
- Expertise in start-up, new business development, and B2B markets
- Excellent attention to details
- Specialized in social media outlets (mainly Facebook and Instagram) - SEO, SEM, Google Ads and Google Analytics knowledge

EDUCATION:

Bachelor's in business administration – Marketing: June 2010

Rafic Hariri University, Meshref, Lebanon

LANGUAGES:

Arabic: Mother Language

English: Very fluent spoken and written

French: Basic knowledge

WORK EXPERIENCE:

Freelance Digital Consultant (Small businesses and startups)

Lebanon, Sept 2016

- Performing analysis of new client websites
- Improve search engine ranking of SEO through on page optimization and link building
- Researching social media strategies, implement and monitor social media campaigns
- Generating online and offline marketing and advertising ideas for client campaigns
- Suggesting digital agencies suitable to company profile
- Coaching and mentor marketing employees
- Sharing industry knowledge across the clients' team and relay best practice
- Consulting on short term and long-term benchmarks and expectations

Operations Manager

APO Group LTD, Switzerland, July 2017 –

Financial Management. (Along with CFO)

- Developing and directing annual budget
- Overseeing monthly and quarterly assessments and forecasts of organization's financial performance against budget, financial and operational goals.
- Overseeing short and long-term financial and managerial reporting.
- Ensuring that Accounting Department requests are resolved and communicated in a timely manner to internal and external parties.

Organizational Effectiveness.

- Improving the operational systems, processes and policies in support of organizations mission
- Managing and increase the effectiveness and efficiency of Marketing, HR, IT and Finance departments through improvements to each function as well as coordination and communication between support and business functions.
- Driving initiatives in the management team and organizationally that contribute to long-term operational excellence
- Providing consulting services on matters related to digital strategies, business structure and growth

Risk Management. (Along with CFO)

- Serving as primary liaison to legal counsel in addressing legal issues
- Overseeing organizational insurance policies

PR and Marketing Coordinator

Saiid Kobeisy SAL, Lebanon, Sept 2016 – June 2017

Implement marketing and advertising campaigns.

- Assembling and analyzing sales forecasts
- Preparing marketing and advertising strategies, plans and objectives
- Planning and organizing promotional presentations
- Updating calendars
- Planning meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing
- Monitors budgets by comparing and analyzing actual results with plans and forecasts

Strategize the usage of social media outlets through content, promotion and engagement.

- Ensure constant relevant audience growth (through bloggers, ad campaigns, etc.)
- Administrate the creation and publishing of relevant, original, high-quality content
- Create a regular publishing schedule
- Implement a content calendar to manage content and plan specific, timely marketing campaigns
- Promote content through social advertising
- Measure & Analyze KPI via SM measurement tools like Iconosquare and Quintly (Audience growth, audience profile, audience engagement, content reach, leads, response rate and positive/negative feedbacks)

Nurture a strong fashion/media network by increasing awareness, developing the corporate image through effective communication and media relations program.

- Develop media relations strategy
- Seek high-level celebrity placements in broadcast and online media
- Align the marketing and PR strategies to ensure effective ROI
- Create content for press releases, articles and presentations
- Research opportunities for partnerships, collaborations and sponsorships
- Build lasting relationships with fashion and media leaders to increase brand awareness
- Monitor, analyze and communicate PR results

Senior Product Developer and Analyst

Trendy Five SAL, Lebanon, July 2015 – June 2016

Design a variety of formats ranging from apparel to accessories.

- Handle client consultations contact and negotiations
- Perform concept development and trend research
- Execute all designs and specs for products
- Choose color palettes, fabrics and trimmings
- Illustrate labels and packaging as needed

Manage the product development and line plans for under-development exclusive brands

- Establish and maintain multiple development and delivery calendars
- Monitor development and ensure timely delivery to market
- Maintained sample library and approved all samples for final production - Document and present all sell-through and product feedback

Maintain a healthy portfolio of products and features on our online platform

- Research new features and e-commerce trends to enhance customer experience
- Meet and evaluate suppliers aiming to display products on the platform
- Benchmark on established competition in the region and worldwide
- Supervise product photo-shoot sessions to ensure effective and attractive display of products
- Collaborate with the marketing department for effective use of social media
- Plan and initiate bundles and promotions

Motorclothes Manager

Harley Davidson, Lebanon, March 2015 – July 2015

- Inventory Control
- Scheduling
- Ordering merchandise
- Strategic planning
- Merchandising
- Employee relation
- Employee training
- PR
- Event Management

Assistant Manager

Azadea Holding Group, Beirut, September 2012 – February 2015

- Supervising
- Inventory Control
- Scheduling
- Ordering merchandise
- Strategic planning
- Merchandising
- Employee relation
- Employee training
- Maintaining smooth work flow
- Monitoring sales and performance of shop

COMPUTER SKILLS: Internet, Word, Excel, Powerpoint, Visual Basic

- Member of H.C.U's Basket Ball team (2006 – 2010)
- Member of European Lebanese School's Basket Ball team (2005-2006)
- Member of Le Lycee National's Basket Ball team(1999-2005). -
Member of the Music Club at H.C.U.
- Singing, reading, football, basketball, song writing, technology

References: Available upon Request
