



Ranyah Ayoub

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A: Fanar, Lebanon

DOB: 03/04/1987

Career Objectives

Holder of a BA degree in Marketing, with 9 years of experience in Marketing Research, seeking to contribute my experience, and communication skills in a position in a high-grown organization with a competitive and challenging environment and that offers a congenial environment for growth.

Education

USEK, Lebanon

BA in Business Marketing

2006 - 2010

Saints Coeurs, Lebanon

Lebanese official certificate in Sociology & Economy

2004 - 2005

Work Experience

Relationship Manager at TUMO Centre, Beirut

2019 - present

- Educating parents, students and organizations about the centre and its program
- Developing and executing lead generation and sales plan visits
- Creating processes for tracking leads and registrations
- Reporting on the sales activities of the centre
- Analysing sales data and developing plans to address performance gaps
- Maintaining a good understanding of students needs and monitoring their satisfaction
- Resolving students and parents' complaints regarding sales and service
- Initiating and maintaining contact with organizations such as schools and other private and public institutions
- Providing feedback on pricing plans
- Participating in the management of marketing activities
- Monitoring competition and maintaining good knowledge of market trends

Project Manager at Toluna MENA, Dubai

2016 - 2019

- Managing client relationship and business development
- Developing detailed project planning
- Managing risk and issues
- Ensuring smooth running and timely delivery of all projects within scope and budget
- Meeting sales requirements on projects
- Directing Scripting, Data Processing and all other internal teams

- Monitoring third party suppliers for Full Service & Sample Only projects
- Delivering processes across all projects
- Reporting and monitoring project progress

Client Service Manager at On Device Research, Dubai

2015 - 2016

- Supporting all aspects of the research project
- Advising clients about best practices when implementing mobile research solutions
- Designing and setting up surveys
- Managing fieldwork
- Reviewing performance and fieldwork reports
- Liaising with the operations team to implement fieldwork actions
- Managing client expectations throughout the research project – keeping them updated on project progress
- Ensuring project documents are complete, current, and appropriately stored
- Ensuring that the project deliverables are on time, within budget and at the required level of quality
- Liaising and attending meetings with suppliers

Senior Media Research Executive at Ipsos MENA, Lebanon

2010 - 2015

- Handling studies remotely in the region
- Analyzing data generated from the studies (TRP, Reach, GRP, Share, ATV, ATS)
- Writing reports, preparing power point presentations and questionnaires
- Probing programs and channels
- Executing data validation reports
- Giving insights and solutions
- Working on the population distribution of the regions
- Preparing the materials for media studies' launching
- Sending comments and reports to countries
- Following up with field departments in all countries

Web Support at Adline - Media and Network, Lebanon

2009 - 2009

- Photoshopping pictures for Laha Magazine and setting them in the website
- Verifying, correcting and combining data into the website
- Using html language to execute a well-built template for the website

Freelance Marketing Projects - Middle East

2011 - 2015

OMT (Lebanon), Halim Bookstore (Lebanon), IDM (Lebanon)

- Implementing the business plan and marketing plan either for startup companies or existing companies
- Handling the copywriting (online media and printing materials; brochures, catalogues, comment cards, etc.)
- Collecting leads and conducting telemarketing campaigns, set up meetings or follow up with clients
- Securing event sponsors to cut up cost or to increase the awareness of the brand

Key Skills

Computer Skills

Microsoft Office (Word, Excel, Power Point), Photoshop, Internet, Market StraX, Online, Tabx, ZPlan, Statex, Salesforce, UPS, Confront

Languages:

Arabic (Native), English and French (Fluent)

Interests & Activities

Contemporary Dance, Reading, Writing, Jogging, Music, Fine Arts