

Bilal Ghanam

Project Officer

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Summary

A dedicated Project Officer with 8+ years of experience in project management, media planning, coaching, administration, and sales. Proven expertise in delivering impactful programs, optimizing campaign performance, and fostering strong client relationships. Adept at leveraging analytical skills and strategic thinking to drive growth, improve processes, and achieve organizational objectives. Recognized for exceptional communication, leadership, and the ability to work effectively in dynamic, cross-functional environments. Dedicated to compliance, efficiency, and delivering measurable results. Seeking to work in an environment that is conducive to my intellectual, professional, and personal growth, where I can contribute significantly to the growth of the team/organization with strong experience and expertise leading to success.

Experience

Project Officer – 06/2024 to 06/2025

Lebanese Organization for Studies and Training, NGO, Beqaa, Lebanon

- Conducted comprehensive needs assessments to evaluate beneficiary financial situations and determine program eligibility.
- Utilized OneDrive and Excel to design and manage attendance sheets for beneficiaries and all activities with its related documents conducted throughout the project.
- Designed and oversaw tailored health, nutrition, and life skills training sessions focusing on communication, leadership, and problem-solving.
- Maintained consistent communication with beneficiaries through various channels to provide ongoing support and track progress.
- Prepared detailed and accurate reports for donors and internal stakeholders, ensuring timely submission and compliance with organizational standards.

Media Intern – 11/2023 to 04/2024

Universal Media Worldwide, Achrafieh, Beirut

- Designed and executed digital media campaigns for the "STC (Saudi Telecom)" account, monitoring metrics such as CPM, CTR%, and VTR% to ensure alignment with client objectives.
- Optimized campaign budgets exceeding \$1,000 by leveraging real-time performance data to maximize ROI and cost efficiency.
- Collaborated with the integrated planning team for the "Al Shaya" account, transforming client briefs into strategic media plans.
- Conducted market trend and competitor research to recommend improvements that enhanced campaign effectiveness and audience reach.
- Developed comprehensive campaign reports with actionable insights and optimization strategies to meet desired objectives and improve future campaigns.

Skills Coach – 05/2021 to 10/2023

Lebanese Organization of Studies & Training, Baalbek, Lebanon

- Guided over 20 participants in developing self-awareness, achieving a 70% improvement in recognizing personal strengths and weaknesses.
- Designed personalized career development plans, enabling 30% of participants to reach their objectives within months of training.
- Conducted interactive workshops on essential life skills such as leadership, problem-solving, and teamwork to enhance professional growth.
- Assessed participant progress using feedback mechanisms and adjusted coaching techniques to ensure sustained development in an inclusive learning environment.

Administrator – 10/2019 to 08/2021

Al Zaitouna School, Fakeha, Baalbek

- Developed and implemented a student data management system in Excel for over 200 students, improving data accessibility by 80%.
- Established efficient communication channels to monitor student progress, identify at-risk students, and provide tailored guidance.
- Coordinated administrative tasks, maintained records, and assisted with event planning to ensure smooth school operations.
- Delivered comprehensive reports on student performance to faculty, enabling data-driven decisions for academic improvements.

Salesman – 10/2017 to 11/2018

Malik's Lebanon, Beirut, Lebanon

- Managed inventory control processes, conducted regular stock audits, and ensured optimal stock levels.
- Provided tailored product recommendations to build long-term customer relationships and processed sales transactions accurately.
- Assisted in store merchandising and consistently achieved individual sales targets to contribute to overall store goals.

Education

Master's Degree in Marketing (MBA) – 2019

Lebanese International University, Beirut, Lebanon

Bachelor in Business Management – 2015

Lebanese International University, Beirut, Lebanon

Skills & Expertise

- **Project & People Management:** Project Management, Leadership & Team Management, Strategic Planning, Business Development, Budgeting & Forecasting, Planning & Organization.
- **Digital Marketing & Analytics:** Digital Media, Campaign Analysis, Google Analytics, Market Research, Data Analysis, Writing Reports & Proposals.
- **Interpersonal & Soft Skills:** Communication & Negotiations, Problem Solving, Adaptability, Customer Service, Time Management, Decision Making, Presentation Skills.
- **Technical & Administrative:** Microsoft Office, Administrative Efficiency, Inventory Control, Sales Strategy.

Certifications

- **Amazon DSP Campaigns Consulting**, Amazon Learning Console – 2024
- **Sponsored Ads**, Amazon Learning Console – 2024
- **Display & Video 360 Certification Exam**, Google Skills hop – 2024
- **Google Analytics Individual Qualification**, Google Skills hop – 2024
- **Google Ads Search**, Google Skills hop – 2023
- **Snapchat Essentials**, Snap Inc. – 2023
- **Prepare Data for Exploration**, Coursera – 2023
- **Ask Questions to Make Data-Driven Decisions**, Coursera – 2023

Languages

Arabic: Native | **English:** Fluent | **French:** Fluent