

Curriculum vitae

Georges Khoury

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DOB: Apr 24, 1989

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Experience:

- **November 2015 till present**

Senior Media Executive at Initiative Beirut

Handling the work flow in the agency from the buying process to invoicing
Preparing media/marketing strategies for accounts in hand and potential new accounts

Planning and Buying, executing, follow up & monitoring of full fledge media campaigns for all Initiative brands (TV, Radio, Outdoor, Print & Online/digital)
Preparing competitive reports on multiple business sectors

Working on different accounts: J&J, Turkish Airlines, Iflix, Café Super Brasil, LC Waikiki, BSL Bank, Fenicia Bank, Macharii, Halter, Milton, M1 Real Estate

- **March 2015 till October 2015**

Senior Marketing Executive at Biddi.com UAE

Arranging the effective distribution of marketing materials

Assist in conversion process for potential browsers

Conducting market (GCC) research

Developing marketing plans

Evaluating marketing campaigns

Social media development

- **June 2013 till February 2015**

Account Executive at MEC

Media consultant/planning for different accounts such as: Almaza, Gargour Automotive Co (Jeep, Dodge, Chrysler and Ram), Tewtel Group (Land Rover, Ford, Honda), Saad & Trad (Jaguar, Fiat), Café Daniel, Castania, MoneyGram, L'oreal Iraq.

Back up planner and buyer on Nestle

Media Buying on outdoor, Newspaper, Magazines, Digital, and TV.

Monitoring: collect the data related to the date and time of the ads where live, follow up on a daily basis with the suppliers regarding outdoor visuals and certificates in order to share it with the local clients and with MEC Dubai.

Booking: follow up with the suppliers (for confirmation) and the creative agency (share the ad according to deadlines).

Planning monthly and yearly campaigns using different media strategies (online and offline).

Negotiating with suppliers to lower the cost, to get free spots and free locations.

Share proposals with clients on a weekly basis.

Weekly, monthly and yearly reports on the client's spending Vs. the market and competition

Monthly competitive reports on multiple categories

Education:

➤ **Mont La Salle.**

- Graduation Date: Summer 2007
- Lebanese Baccalaureate in Sociology and Economy.

➤ **Notre Dame University (NDU)**

- Bachelor of Mass Communication
- Major: Advertising and Marketing
- IAA Degree (International Advertising Association)
- Graduation date : Feb 2012

Skills:

➤ **Professional skills:**

Microsoft Office (word, excel, power point),

Internet surfing & research

Arianna , Statex , Xplan, Brandpuls

Effective Measure

Visual Dolphin (Accounting software)

Knowledge in Adobe Photoshop, and After Effects.

Certificate of attending: negotiation skills in modern trade and service companies.

September 2012

➤ **Languages:**

Fluent Writing and Speaking English, Arabic, French

Hobbies:

- Reading
- Swimming
- Weight Lifting
- Basketball & Football

**References are available upon request.*