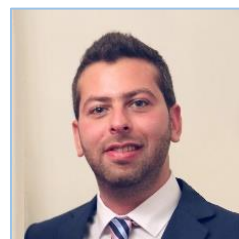


HOUSSAM LABABIDI

UAE: +971581156166 LEB:+9613865164

E: houssam.lababidi@gmail.com



Education

Google Certificates: AdWords Display Certification - AdWords Fundamentals - AdWords Search Certification	2018 – 2019
University of Geneva – Switzerland: Master of Science in Management (Quantitative Marketing)	2016 – 2018
Shaw Academy – Ireland: Diploma in Social Media Marketing and ORM and Diploma in Digital Marketing	2015 – 2016
Lebanese American University – Lebanon: Bachelor of Science in Management Information System	2005 – 2009

Experience

Grey Worldwide (UAE) April 2018 – April 2019
Senior Account Manager

- Provide account team leadership and convey the specific requirements for multi-functional support.
- Assign duties, goals, and supervise the account service staff in the local market on all offline and online projects.
- Lead the strategic proposals considering data analytics and market insights to propose novel practices within the market.
- Advise the regional management on next steps based on quarterly status/budget reports.

Novartis International AG (Switzerland) July 2017 – March 2018
Digital Communication Specialist – GMA I&D

- Led the GMA- ID SharePoint Project: from ideation to launch including development and optimization.
- Developed and managed the EPG communication plans, across several digital channels: i.e. learning zones, medical associations, live events and symposiums, etc...
- Owned digital marketing metrics and key performance indicators, presenting results to franchise head and recommending solutions.

M&C Saatchi (Lebanon) October 2014 – September 2016
Account Manager

- Tailored the Digital Strategy on Social Media in collaboration with the Innovation Team.
- Led all corporate communication jobs (equivalent to \$0.75m) including: 9 creative campaigns, 8 TV Commercials, 6 Corporate Reports and more than 600+ artwork files for social media channels.

Leo Burnett (UAE/Iraq) May 2012 – September 2014
Communication Executive

- Led the quarterly market report which provides the brand management with local insights and timely feedback on competitive strategies, brands perception, and sales performance, etc...
- Assisted in managing all the strategic marketing activities (equivalent to \$1.2m) including: 5 new product launch campaigns, 3 nationwide events, 12 nationwide consumer engagement activities.

Leo Burnett (Lebanon) September 2010 – April 2012
Junior Communication Executive

- Built strong client relationships, through regular communication.
- Supported the communication manager in campaign implementations while liaising with accountable team members.

7 Net Layers (Iraq) April 2009 – August 2010
Marketing Executive

- Defined significant market segments for generating new business opportunities.
- Proposed marketing strategies and produced all marketing materials for each customer segment.

Technical Skills and Interests

- Data Analytics: SPSS, JMP, and R
- Creative Studio: Adobe Photoshop and Illustrator
- Microsoft Office: Project and Visio
- Aerial photography and videography

Leadership and Extra-curricular

- Toastmasters Int:** Active Member 2017 – Present
- Say Cheese Photography:** Owner 2016 – Present
- Erbil Lifestyle:** Co-Founder 2010 – Present

Languages

- Arabic
- English
- French (A2)