



Wissam Yamout

Project Manager

PROFESSIONAL SUMMARY

Accomplished and creative Executive Manager possessing multifaceted experience and proven ability to re-energize and restructure organizations, develop strategic initiatives and capture emerging business opportunities. Results-oriented, decisive leader adept at forging lucrative relationships with key partners, vendors and clients. Recognized for turning around struggling company operations to achieve sustained growth. Highly friendly and self-motivated professional with flexibility to work among diverse groups and handle complex problems effectively.

WORK EXPERIENCE

Digital Marketing Manager

MOUAWAD JEWELRY

OCTOBER 2010 - PRESENT

- Identified target market and key segments through in-depth analysis of markets and related trends
- Increased brand awareness by maintaining and optimizing online marketing campaigns
- Helped the Mouawad Group develop web and social media pages to promote their businesses
- Built, implemented and updated effective SEO strategies
- Produced and submitted monthly reports outlining progress against KPI objectives in addition to analyzing and reporting social media and online marketing campaign results
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages
- Managed team of 15 to generate original content and moderate online social channels
- Engaged online audiences by placing strong focus on sales process support and responding to inquiries and comments timely and knowledgeably
- Monitored online presence of company's brand to engage with users and strengthen customer relationships
- Assisted with proactive client outreach initiatives through connecting social client correspondence to Salesforce the CRM system in use

Business Consultant

TASKWORLD

JUNE 2016 - SEPTEMBER 2017

- Provided personalized business consulting and overhauled services to strengthen client success
- Offered expertise on employee and business development plans to enhance implementation and routine oversight
- Devising strategies to drive online traffic to the company website
- Tracking conversion rates and making improvements to the website
- Developing and managing digital marketing campaigns
- Utilizing a range of techniques including paid search, SEO and PPC
- Set, enforced and optimized internal policies to maintain efficiency and responsiveness to demands
- Applied performance data to evaluate and improve operations, target to current business conditions and forecast needs

TECHNICAL SKILLS

- Customer Relationship Management
- Web Design & Development
- Online & Digital Marketing
- Social Media Management
- Search Engine Optimization
- PPC Advertising Management
- Office and Adobe Products
- Email Campaign Management
- UI / UX
- Salesforce CRM
- Marketing automation platforms
- Content marketing strategy
- Technical Troubleshooting

LET'S CHAT:

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www.wissamyamout.com

Linkedin: <https://linkedin.com/in/yamout/>

REFERENCES:

Fred Mouawad
Co-Guardian, Mouawad
Contact Details upon request

Youssef El Bissani
President, Carbox
+971 50 847 2888
youssef@carbox.me

WORK EXPERIENCE

Co-Founder

OUTMSART

JULY 2014 - PRESENT

- Online Marketing and Consultancy After being in the industry for over 10 years and working with over 150 clients I am currently focused on a select number of clients with a team of 10 providing Social Media, SEO and Online Marketing services
- Drove implementation of new market expansion to propel business forward and adapt to market changes
- Built and strengthened productive and valuable industry partnerships to drive collaboration, engagement and revenue stream development
- Online Marketing - creating customer value and leads through digital channel
- Social Media - creating social media campaigns to generate fans and exposure
- Website Auditing - identifying and resolving issues with websites and conversions
- Digital Marketing - creating true ROI on online marketing campaigns
- SEO - on-page and off-page SEO expert
- PPC - Adwords, Facebook, Twitter, Instagram, Bing

CEO

BEAUTY MED (THAILAND) CO.,LTD.

MAY 2007 - PRESENT

- Started this company from the ground up to become one of the top medical tourism agency in Thailand
- Managed a staff of 11 employees doing customer service and web development.
- Interviewed, on-boarded and mentored sales and marketing professionals and provided training on Salesforce CRM, organizational strategies, Web development, Google Adwords and Online Marketing
- Designed 75 fully functional websites with a web-to-lead and tracking functionalities to integrate with our Customer Relationship Management System (Salesforce) for a faster more efficient customer conversion rate
- Maintained, updated and optimized all websites for better search engine rankings
- Managed web advertising campaigns which included search engine advertisements (Google adwords, Microsoft ad center, yahoo search marketing), mass mailing campaigns (newsletters, referral programs, partners) and online marketing (banner ads)

Web Designer, Network Security Engineer and Programmer

KEY GEMS INTERNATIONAL., LTD

FEB 2006 - MARCH 2007

- Working and studying night courses at the same time, my job included Network Security, Database Security, Data Management, Web Designing, and some Programming
- Managed the company's information security program and administered the network infrastructure
- Improved the inventory control capabilities by developing an inventory tracking system
- Troubleshot internal network, software and hardware problems
- Identified and eliminated website bugs to improve user experience
- Enhanced and evolved existing web properties based on best practices and user-centered design

EDUCATIONAL INFO

Assumption University

MASTERS IN INTERNET AND E-COMMERCE
2009

- Awarded Internet Society Honor for Outstanding Performance

Assumption University

BACHELORS IN COMPUTER SCIENCE
2007

Bishmizeen High School

BACCALAUREATE IN LIFE SCIENCES
2002

CLIENTS

Mediaquest Corporation

MARIE-CLAIRE ARABIA, HAYA MAGAZINE,
AMEINFO, MENA EFFIE AWARDS

- MANAGING ALL THEIR WEBSITES, SERVERS AND ONLINE TROUBLESHOOTING

Mrs Keepa

WWW.MRSKEEPA.COM

- E-COMMERCE WEB DEVELOPMENT

Carbox

WWW.CARBOX.ME WWW.CARBOX.IO

- MOBILE APP AND E-COMMERCE SITE

Najat Hazimeh Clinic

WWW.NAJATHAZIMEHCLINIC.COM

- WORDPRESS SITE AND SEO

Yasui Japan

WWW.YASUI-WORLD.COM

- WORDPRESS SITE AND MAINTENANCE

Kids Jungle Dubai

WWW.KIDSJUNGLE.AE

- WORDPRESS SITE AND SOCIAL MEDIA

OLESTE Cosmetics

WWW.OLESTESKINCARE.COM

- E-COMMERCE SITE

MOUAWAD

WWW.MOUAWAD.COM

- E-COMMERCE SITE