

George Azouri

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Ain Saade - Mount Lebanon - Lebanon

Nationality: Lebanese

Date of Birth: 09/01/1995

Place Of Birth: Bourj Hammoud, Beirut - Lebanon

PROFILE

Highly creative and multitasking Graphic Designer with extensive experience in multimedia, marketing, print and digital designs. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining "win-win" partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

EDUCATION

- 2015 - 2018 AUL University | Beirut, Lebanon
Institute of Art - Graphic Designs
BS in Graphic Designs
- 2014 - 2015 Lebanese university | Beirut, Lebanon
Institute of Art - Cinematography
Courses in the art of Photography, Movie making and editing.
- 2012 - 2013 Achrafieh High School | Beirut, Lebanon
Economy & Sociology
Bacc II certificate earned.

EMPLOYMENT

- FEB 2019 - APRIL 2019 Digital Marketing Specialist / Graphic Designer | United Arab Emirates
SYSTEMPACK Group - Freelance

SYSTEMPACK Group didn't have a Marketing Department, they contacted me to establish their Marketing Department with the focus on the Digital Marketing.

 - Built and led internal team to replace reliance on expensive external agencies.
 - Provided strategic and tactical guidance to team of 4 with accountability for all social media channels (Facebook, Instagram, LinkedIn, etc) along with a company blog, email marketing campaigns, and SEO/SME strategies.
 - Collaborated with company executives and the higher management to ensure strategy aligns with company objectives.
 - Worked closely with the CEO and GM to establish the Marketing Department and develop new social media strategy, with focus on engagement and customer care.
 - Led transition of company old website to a new one, completely designed by me and personally supervised the IT related tasks to take the website online.
 - Developed engaging, viral content to build social media audience, including contests and original videos.
 - Personally supervised on new photography images for use for new product catalogs, company profile booklet, social media and website content.
 - Personally supervised and worked on the marketing materials alongside the visual merchandising of the Gulf Print and Pack Exhibition that took place in the Dubai World Trade Center on the 15th to 18th APR 2019
- AUG 2018 - DEC 2018 Graphic Designer / Social Media Account Manager | Lebanon
Afkart Exhibit - Freelance
 - Perform research on current benchmark trends and audience preferences.
 - Design and implement social media strategy to align with business goals.
 - Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos, and news).
 - Monitor SEO and web traffic metrics.
 - Collaborate with other teams, like marketing, sales, and customer service to ensure brand consistency.
 - Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures, and blog layout).
 - Suggest and implement new features to develop brand awareness, like promotions and competitions.
 - Stay up-to-date with current technologies and trends in social media, design tools and applications.

■ DEC
2017 -
JAN
2019

Digital Marketing Manager / Customer Service & Graphic Design | Lebanon Basic Outlet Stores - Full Time

- Providing help and advice to customers using the organisation's products or services.
- Communicating courteously with customers by telephone, email, letter and face-to-face.
- Investigating and solving customers' problems, which may be complex or long-standing problems that have been passed on by customer service assistants.
- Handling customer complaints or any major incidents, such as a security issue.
- Issuing refunds or compensation to customers.
- Keeping accurate records of discussions or correspondence with customers.
- Analysing statistics or other data to determine the level of customer service the organisation is providing.
- Writing reports analysing the customer service that the organisation provides.
- Developing feedback or complaints procedures for customers to use.
- Improving customer service procedures, policies and standards for the organisation.
- Meeting with other managers to discuss possible improvements to customer service.
- Involvement in staff recruitment and appraisals.
- Training staff to deliver a high standard of customer service.
- Learning about your organisation's products or services and keeping up to date with changes.
- Keeping ahead of developments in customer service by reading relevant journals, going to meetings and attending courses.

■ 2015 -
2017

Head of Multimedia Department - Graphic Designer | Lebanon Maliks Bookshop

Department:

- Following up with the latest trends of technology and gathering their pros and cons whilst studying the market in order to purchase any product from abroad for reselling in the Lebanese Market.
- Stock management and distribution for old and new purchased products.
- Visually Merchandise all 42 branches only for the multimedia section with giving proper training on the display rules and merchandise information to the employees to maintain and increase sales profit.
- Prepared a training booklet for the display rules, and all of the products informations available at Malik's for new and old employees.
- Trainer for all employees on the latest trends of Technology, new arrivals at Maliks and display rules as well.
- Responsible for preparing all the needed items for the multimedia section for new branches opening.
- Picking the hottest trends and best sellers to put in the Brochures that were made by the Marketing Department for special events such as Christmas and Back To School.

Designs:

- Assemble client presentations, create mood boards, etc.
- Work within templates to create product retail packaging
- Work on Image batching, processing & manipulation
- Design email newsletters, catalogs, brochures, product packaging and various print materials including letterheads, flyers, certificates, forms and price lists.
- Design logos for products and brands.
- Create event posters.

ORGANISATIONS

■ 2017

TAYF - A.F.E | Beirut, Lebanon

Sexual Health and HIV Prevention Program

■ 2011 -
2013

Lebanese Red Cross | Beirut, Lebanon

Youth Department

LANGUAGES

FRENCH



ENGLISH



ARABIC



SKILLS

