

Pascal Ghannam

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28 years old
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French

EDUCATION

- 2002-2004 **Masters degree in Marketing -Graduate School of Management** - Troyes, France.
- 1998-2002 **Four year university degree** in corporate law - Strasbourg, France.

WORK EXPERIENCES

January 2007 till November 2008 Dublin, Ireland
Marketing Strategist - MSN, Microsoft Corp.

Online Marketing:

- Creation of online communication and *search and display* marketing campaigns on MSN and Windows live Search for high spending customers
- Responsible for creating and coordinating *emailing shots* and *newsletters*.

Strategic planning:

- Creation and development of an online strategic marketing acquisition plan for the French and UK markets.
- Developing metrics to measure growth and performance of the planned strategy.

Trade marketing:

- Responsible for coordinating trade shows and specific marketing events.
- Participating in the launch of *Microsoft Analytics* for the French market.

September 2005 till January 2007 Dublin, Ireland
Online Marketing Strategist - AdWords, Google Inc.

Online Marketing:

- Creation of online communication and *search and display* marketing campaigns on Google and Google's affiliate network.
- Creation, planning and execution of *email shots* and *newsletters*.

CRM management:

- Creation of customer satisfaction surveys.
- Responsible for collecting, analyzing and suggesting ongoing improvements based on customers' feedback.

Marketing studies:

- Responsible for conducting ongoing competitive studies on the Arabic market.
- Responsible for conducting studies in order to give strategic recommendations to extend support to new countries.

April 2005 - September 2005 Dublin, Ireland
Marketing consultant for *Dome Telecom*- O2 International

Search Engine Marketing:

- Creation, monitoring & refining of Search and Display Pay per Click campaigns for Google AdWords and Microsoft AdCenter.

Web 2.0:

- Participation in forums, blogs and online communities in order to identify opinion setters and get a genuine feedback on the advertised products.

Website deployment:

- Optimization of the website www.1call.ie for the organic search results on the 3 main search engines: Google, Yahoo! and MSN.

February 2004 till March 2005-Beirut, Lebanon

Manager of C.D.S Lebanon. Company specialized in events planning.

Product management:

- Refining and extension of the range of services.
- Creation and development of tailor-made events specifically targeted for the Lebanese market

Management:

- Management of 3 salesmen and 2 webmasters
- Organization and conduction of periodical team meetings
- Bi-monthly one to one meetings.

SKILLS

LANGUAGES

English **Fluent**, obtaining of the TOEIC: 845/990

French **Bilingual**

Literary Arabic **Native language**

SOFTWARE

Very good knowledge of:

- **Microsoft pack office**: Word, Excel, Access, PowerPoint and FrontPage
- **Webmarketing softwares**: Google AdWords (Google AdWords Professional certificate);Yahoo! Search Marketing; Msn AdCenter (AdExcellence certification)
- **Tracking software**: Google Analytics, Microsoft Analytics.
- **Web design**: HTML, Dreamweaver
Certificate in Web Design at Dun Laghaoire College

ACTIVITIES

Sport **Practice of Taekwondo** during 7 years.
Running (Dublin Marathon and half marathon in 2007)

Drama **Courses at the National Performing Art School**