

**Date of Birth :** 28<sup>th</sup> September, 1976  
**Gender :** Male  
**Nationality :** Lebanese  
**Marital Status:** Married  
**Driving License :** Kuwait Drivers License  
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# Pierre Al Asmar

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## About Me

Versatile and accomplished performance driven Marketing Communications Strategist offering over 18 years' experience in the areas of graphic design, strategic business planning, Digital Marketing, Integrated marketing campaigns and production of marketing material. Seeking an opportunity to build a promising future in the world of Marketing Communications and Business Development.

- Certified Social media marketer along with an extensive experience in executing digital ads by using different software such as google AdWords & business manager (Facebook & Instagram).
- A dedicated Marketing Communications Director, Business Development Director and an experienced Graphic Designer, skilled in leading Marketing & Branding Operations Recognized for hands-on experience in graphic designing
- Proven track record in establishing an in-house Marketing & Communication Department for multinational companies; spearheaded the entire process from creating the concept to final production
- An excellent communicator with the ability to work under pressure in fast-paced, time sensitive environments. Proven ability to interact effectively with people of diverse nationalities and comfortable working in a multi-cultural set-up

## Core Competencies:

- Media Planning
- Strategic Marketing Planning
- Graphic Designing
- Sales Strategies
- Branding & Promotions
- Consumer Relationship
- Business Development
- Social & Digital Strategies
- E-commerce
- Leadership
- Content Creation
- Business Development
- UX&UI

## Career Progression:

**Adzcom Digital Agency**  
General Manager (Mawaqaa)  
Kuwait

2019 – Present

### Key Deliverables:

- Deliver outstanding client and consumer insight to strengthen new business and pitch process and optimize identification of business development opportunities.
- Constantly innovate and evolve business strategy to ensure the agency model continues to build growth and deliver value.
- Empower and enable team to think about and sell creative/digital work in new ways to deliver business value to clients.
- Lead, inspire and motivate teams to understand and 'live' company values and to deliver commercial goals and ambition.
- Build a credible senior management team who drive and manage continuous high performance.

### Achievements:

- Increase client's portfolio from 8 to 22 in 7 months due to new restructuring.
- Implement new techniques in sales that created an added value to our clients/prospects without losing any profit.
- Increased profitability due to new product offerings in digital & social arena.

## FLEX RESORTS GROUP

Head of Marketing & Customer Care  
Kuwait

2018 – 2019

### Key Deliverables:

- Craft strategies for all Marketing teams, including Digital, Advertising, Communications and Creative
- Monitor competition (acquisitions, pricing changes, new products and features).
- Coordinate sales and marketing efforts to boost brand awareness.
- Build the social & Digital department.

### Achievements:

- Creating an in-house Dept. where we created the marketing content without any advertising agency fees. (designs – digital ads – social media management, etc).
- Create effective customer service procedures, policies, and standards.
- Developed customer satisfaction goals and coordinate with the team to meet them on steady basis.
- Created the E-commerce website & App where we created a diversified platform powered with multiple options for upselling & cross-selling.

## TBWA/RAAD/BCOMAD

Group Account Director  
Kuwait

2017 – 2018

### Key Deliverables:

- Understands and drives the strategic vision of clients' objectives.
- Directs the execution of the creative idea from the client brief.

- Controls and leads projects with financial targets in mind.
- Enduring client-relationship builder and inspires client confidence.
- To direct team-members to ensure that all requirements are being met in terms of overall project delivery.
- To think ahead and pro-actively plan out and assign workload on the business.
- Makes commercial decisions and looks for growth opportunities.

### **Al Shamel Travel**

Head of Marketing October

2015 – 2017

Kuwait – Saudi – UAE – Oman – Bahrain – Qatar – Jordan

#### **Key Deliverables:**

- Build the leisure Department's marketing strategy in the region in terms of positioning & brand equity.
- Come up with added value ideas to boost sales such as creative promotions, loyalty programs, etc.
- Plan for strategic social & digital strategies to increase sales that includes building the B2C website & the mobile application.
- Strategic CRM plan in order to have a strong retention & loyalty among our client base, plus increasing our market share through proper incentive strategy.

#### **Achievements:**

- Cutting cost by creating an in-house Dept. where we created the marketing content without any advertising agency fees. (designs – digital ads – social media management, etc).
- Business development of a sister company called LUXURIA (Luxury travel). I spearheaded the team to create the (website – loyalty Program - coffee table book & all rebranding items that includes new content such as videos that will be used in social media.

### **Alyasra Fashion (ONTIME)**

Regional Marketing & Instore Trade Manager

2013 – 2015

Kuwait – Saudi – UAE - Iraq

#### **Key Deliverables:**

##### **Marketing and Promotional Plans:**

- Plan the yearly Corporate communications plan along with our brand's portfolio plan.
- Come up with ideas/suggestions with the brand & operations Dept. to boost sales such as promotions, sales staff incentives, etc.
- Monitor the execution of Marketing & Promotional plans with our team & regional agency.
- Develop POS Animations
- Get quantitative and qualitative feedback on all marketing activities implemented.

##### **In-Store & Trade Activities:**

- Maintain VM and operations guidelines.
- Ensure promotions are implemented according to guidelines and that local/seasonal promotional opportunities are identified and maximized in accordance with the brand & operations Depts.
- Ensure that promotional activities are tailored to the POS needs whilst being consistent with brand and store management objectives.

#### **Achievements:**

- Repositioning of ONTIME from a watches shop to a *TIMESTYLIST boutique* where there is a watch for every occasion!
- Created a fashionable modern merchandizing display (SOP) that added a lot of value to the sales process.
- Rebranding of ontime to the new name ONTIME the *TIMESTYLIST*.

### **D&H International Group / D&CO Group**

Group Marketing & Communications Head

2010 –2013

Kuwait – Uae – Lebanon – Jordan

1 - **Dagher & Co. Group Brands:** Bebe, Pronovias, Wagamama, Bimba & Lola, Laven en Rose

2- **Dagher & Hinnawi Group Brands** : Mango, Karen Millen, Stradivarius, Women Secret, IKKS, Tous, Second Cup

### **Key Deliverables:**

- Strategizing effective market plans to productively promote and create brand awareness within a targeted audience
- Directing all activities of the Marketing & Communications team; motivating team members to deliver outstanding performance in the realization of mission, vision, goals and objectives
- Encouraging employees to accurately identify innovative approaches to enhance individual performance
- Responsible for developing strategic advertising and promotional plans; ensuring that all advertisement campaigns strictly adhere to all annual advertising and promotional budget guidelines
- Designing and developing communications and media strategies that successfully deliver information and a key message to targeted audience

### **Achievements:**

- Cutting cost by creating an in-house Dept. where we created the marketing content without any advertising agency fees. (designs – direct negotiations with media suppliers (print-outdoor) - digital ads – social media management, etc).
- We capitalized on the diversified portfolio of the two groups and created a generous Loyalty Program based on cross marketing between brands.

### **Shade Marketing & Communications Agency**

Marketing & BD Director  
Kuwait

2008 –2010

#### ***Specialized in creating identities for new entrepreneurs desiring to launch new business***

##### **Key Deliverables:**

- Evaluate the establishment policies, market trends, copyright & royalty requirements.
- Revise the cost and mark-up factors and make sure to have a unified pricing strategy.
- Monitor & enhance the creative briefs & artworks before launching campaigns to make sure we create a big awareness to drive business growth to our clients.

Revise & enhance strategic planning to come up with creative integrated marketing campaigns.

### **Education:**

#### **MBA in Marketing**

University of Leicester, UK

Electives: IMC (integrated marketing communications) & Retail Marketing

2011

#### **Certified Social Media Marketer**

Meirc for Training & Consulting - UAE

2015

#### **Diploma in Financial & Management Accounting**

Universal Institute for Private Training – Kuwait

2014

#### **Diploma in Marketing**

High Studies Institute, Kuwait

2002

### **Certificates:**

- User Experience (UX): The Ultimate Guide To Usability & UX
- Microsoft Excel - Data Analysis with Excel Pivot Tables
- Advanced Excel: Top Excel Tips & Formulas
- The Winning Website Design -UX Testing For Clients Revealed
- Ultimate Google Ads/AdWords Course 2018
- Growth Hacking with Digital Marketing Certified Social Media Marketer
- Financial & Management Accounting
- UX & Web Design Master Course: Strategy, Design, Development