

Antoine G. Aoun



Nationality
Lebanese

Country of residence
Oman

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**- Masters in Corporate
and Marketing
Communication**
IE Business School
of Human Sciences
and Technology. Spain

Strategic MarCom professional with 20+ years of experience in campaign development, internal and external communication, and branding for varied sectors including telecom, retail, automotive, oil and gas, education, and international SME. Skilled in researching and utilizing data to drive advertising programs and digital initiatives. Successful in creating promotional PR materials and communication crisis plans. Strong leader with the ability to manage creative teams and committees in global environments

- Trilingual (English, French and Arabic)
- Advanced usage of Apple Softwares and Microsoft Office
- Recognized as an energetic person, with remarkable interpersonal skills and a capacity to adapt to different organizational cultures
- Highly organized, dedicated and constantly challenged towards evolving results

Career Achievements

- Served as Organizing Partner for the Arab Social Media Forum (6th edition) in Muscat, Oman in 2019
- Member of the Jury: The Entrepreneurship Award Oman (SME) 2015 – 2016 edition
- Managed the 50th anniversary of The Zubair Corporation with a budget of \$3.2 Million
- Successfully launched Icon Creative in Abu Dhabi and Qatar with an average annual turnover of \$7 Million
- Supported more than 15 SME start-ups in Oman in terms of Business Strategy and Brand development, while concentrating on sustainability and P&L

Professional Experience

ProAct - Oman

Freelance Consultant (May 2019 – Present)

- Organizing partner for the first edition in Oman of the Arab Social Media Forum (6th edition regionally)
- Supporting Muscat gas in creating a new marketing and communication strategy following the approved 3 year business plan, including the launch and marketing strategy of 3 projects (Mgas application, Mgas retail, and Mgas Vending Machines)

The Zubair Corporation "TZC" - Oman

Group Head of Marketing and Corporate Communication (Sept 2014 – April 2019)

- First **Marketing/Communications** Group Head to attend an Executive Leadership Program (3-year Program) for future Group leaders
- Created and led two advisory committees: Collaboration Committee and Group Marketing Committee within two years of employment date as part of a KPI plan
- Spearheaded development of internal communication policies and procedures
- Successfully planned, led, and executed the 50th Anniversary event of the Group
- Drove the communication department through SLA to become profit center

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Served Clients and Brands

- The Zubair Corporation
- Oasis Water
- Zubair Automotive
- Ara Petroleum
- BMW
- Rolls Royce
- Mini Cooper
- Sheikh Zayed Book Award
- Executive Council Abu Dhabi
- Crown Prince Court Abu Dhabi
- Abu Dhabi Book Fair
- Kalima Translation Foundation
- Philip Morris
- Vivacell Telecom
- Doha Capital of Culture
- Bank Audi Lebanon
- Muscat Gas
- Barr Al Jissah
- Shangri-la Hotel
- Le Bristol Hotel
- Americana Group
- Formula 1
- Falcon City Dubai
- ABQ Education Group
- Thawani

- Created digital strategies and managed all social media accounts
- Created an internal marketing team that supported the group in terms of Revenue and Investment growth KPI by saving more than \$2 Million yearly in proper Creative, Strategic use of Media, Events, Digital Media, Collaterals, etc...
- Tracked and evaluated impact of marketing, communications, and public relations on markets and customers
- Created emergency response and communication plan to mitigate potential crises
- Collaborated with department directors and senior group leadership to drive key initiatives, address challenges and opportunities, align branding, and share relevant communications

Additional functions within the Group:

- Brand Strategy and Senior Business Advisor / 2014 – 2019
Zubair Small Enterprise Center (Zubair SEC) "Subsidiary"
- Brand Strategy – Marketing and Communication Advisor / 2015 – 2017
ABQ Education Group "Subsidiary"
- Strategic Marketing and Communication Advisor / 2015 – 2017
Thawani Oman "Subsidiary"
- Barr Al Jissah Real Estate "Subsidiary"
- Oman Olympic Committee "half day secondment weekly"
- Oman Center for Governance and Sustainability "2 days secondment monthly"

Abu Issa Holding - Qatar

Group PR & Marketing Director (Sept. 2013 - June 2014)

- Increased market share through design and implementation of data driven marketing plans based on thorough analysis and evaluation of the local market
- Led communication programs and marketing campaigns for 100 local and international shops as well as 600+ brands under company portfolio
- Researched, analysed and evaluated competitive market landscape and marketing activities such as sales, product mix, customer profile and competitor programs
- Proposed effective ideas for product positioning, store positioning, merchandise point of purchase / point of sale, and store market sales
- Supervised design and utilization of marketing plans for stores as well as creation of annual market plans
- Completed strategic initiatives and assignments mandated by Chairman and the Vice-Chairman related to business development and joint ventures
- Drove the PR and Marketing department through SLA to become a profit centre instead of cost centre by creating an internal advertising agency to support the group (Phoenix Advertising)

Rizk Group Havas

Regional Group Account Director (Jan 2010 - May 2013)

- Designed innovative and engaging marketing, communication, and media plans to drive market expansion and gain new business opportunities for the group
- Expanded and strengthened market presence of Vivacell (Mobile Operator) in Armenia & South Sudan through implementation of diversified portfolio of new business development, advertising, and product introduction initiatives
- Oversaw daily advertising and PR projects for National Bank of Qatar including creative briefs, press releases, editorials and interviews

ICON Creative – UAE and Qatar

Founder - Communication & Creative Services Director (Jun 2006 - Dec 2009)

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Social Volunteering

1988 – 2006

Member and Responsible
in the Scout Movement

2006 – 2014

Red Cross First-Aid
Volunteer

Interests and Hobbies

Passion for reading
and research

Outdoor activities
(Basketball, Squash,
Chess, Diving)

- Provided leadership and oversight for all internal and external communication projects and creative initiatives.
- Directed feasibility studies, business branding strategy, campaign development and execution as well as event launches.
- Kalima Translation Foundation: Led the development and launching of the full brand identity, event planning, program launch, and a 2-year Marketing and Communication Strategy with a 2 years retainer contract worth \$3.3 Million.
- Sheikh Zayed Book Award (2 times): \$2 Million budget, full advertising and marketing campaign with execution
- Abu Dhabi International Book fair: \$1.2 Million budget, full advertising and marketing campaign with execution
- Crown Prince Court and Executive Council of Abu Dhabi: Led development and implantation of rebranding projects to reveal new corporate identities
- F1 Boat Race Doha : Spearheaded marketing and led event management & entertainment coordination
- Doha Capital of Culture: \$2.6 Million budget, full advertising and marketing campaign with execution

Additional experience (1998 - 2006)

Social Media Consultant for GCC, Communications Manager for BIEL "Beirut Hall" and Regional Creative Services Director for Interone BBDO, Leo Burnett, Intermarkets

Continuous Development

2020 Certified Digital Marketing Professional (Digital Marketing Institute)

2015 Measuring ROI on Social Media

2017 Cyber Awareness Lv. 1

The Zubair Corporation Executive Leadership Program "ELDP"

Training done by ShiftIN Partners / SIA Partners (UAE)

3 Year program of 9 Modules, 3 months each with actual case study as final assignment

2018 Final Assignment CSR / Shared Value project based on Renewable Energy / Solar Power for the group to become energy efficient within 6 to 10 years

2018 Corporate Responsibility and Sustainability
Leading Through Creativity and Innovation

2017 Negotiation and Influence
PMP: Strategic Projects and Program Management
Leading in a Global Economy

2016 Certified BSIs, Smart KPIs Using BSC
The Leadership Challenge
Making Strategy Happen

References can be provided upon request