



**IHAB A. BOU HASSAN**  
(61) 488 252 837; [ihab@inbox.com](mailto:ihab@inbox.com)  
Address: Annerley 4103, QLD

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## **ADVERTISING, MEDIA, EVENTS, SALES AND MARKETING EXPERT**

### **AREAS OF IMPACT**

Account Management  
Media Communications  
Project Management  
Marketing Management

Client Service  
Social Media Management  
Digital Marketing  
Strategic Marketing

Creative & Art Direction  
Events' Management  
Sales Management  
Social Media Marketing

- Worked alongside advertising agencies to implement media and advertising needs
- Managed three media sales teams that established an extensive and diverse client base
- Recruited and trained a media sales team to effectively and efficiently reach their target
- ISO 9000 - 9001, ISO 14000 - 14001, and HACCP certified
- Digital marketing certified
- Communication skills that are customer-centred and aimed at enforcing clear and viable communications whether verbal or written
- Experience with brand quality assurance
- Excellent negotiation skills
- Excellent leadership skills and expertise in coaching, mentoring, and empowering teams in developing high performance cultures
- Knowledgeable in in-house marketing as well as experience in advertising
- Expert in developing strategies on campaign and marketing direction levels.

### **PROFESSIONAL EXPERIENCE**

#### **ALMULLA & BEHBHANI MOTOR COMPANY**

*[AlMulla and Behbehani Motor Company](#) is the sole representative of Fiat Chrysler Automobile brands in Kuwait.*

#### **Assistant General Manager - Marketing, FIAT Chrysler Automobile Nov 2017 – Jun 2018**

Heading the marketing operations of the group including: Alfa Romeo, Abarth, Chrysler, Dodge, Fiat, Jeep, RAM & Mopar.

- Managing a team of 4 members.
- Put together the marketing strategy for each brand and model.
- Defining the marketing objectives, build the plans accordingly and delegate for execution.
- Social Media Marketing.
- Overseeing the day to day operation on floor and through reports to make sure the team is on the right track.
- Setting up the social media calendar and communication strategy.
- Guide each brand handler within the marketing department to make sure all deliverables are properly executed.
- Control the expenditure of the regional budget for each brand.
- Conduct campaigns' ROI reviews through performance analysis by putting reports generated through the CRM and sales teams together.
- Planning and directing PR communications and activities.
- Plan launch events, brand sport activities, test drive activities and roadshows.
- Hiring, training, coaching and counselling marketing personnel.

- Being the guardian of the brands' dealer standards and guidelines with all elements related to marketing.

### **FOUAD ALGHANIM & SONS AUTOMATIVE COMPANY**

*Fouad Alghanim and Sons Automotive Company is the official dealer of Audi, Lamborghini and Škoda in the State of Kuwait.*

#### **Marketing Manager (Audi, Lamborghini and Škoda)**

**Apr 2015 – Jul 2017**

Heading the marketing operations for new and used cars as well as after sales within the State of Kuwait, reporting directly to the general manager and working in alignment with the regional offices of each brand.

- Handling the marketing day to day operations and activities on a group level.
- Defining the marketing objectives and orchestrate execution.
- Forming yearly marketing plans for each brand respectively.
- Social Media Marketing
- Plan and execute advertising campaigns “digital and offline”.
- Brief advertising agency for the BTL material and approve the ATL ones to be launched.
- Monitoring competitors through media clipping, RPIs and market sales.
- Representing FAA in regional marketing related meetings and events.
- Reporting and communicating marketing activities with each brand respectively.
- Handling the marketing budget for the automotive division.
- Planning and directing PR communications and activities.
- Plan and execute launch events, brand sport tournaments, test drive activities and roadshows.
- Recruiting, coaching and counselling marketing team.
- Being the guardian of the brands' dealer standards and guidelines with all elements related to marketing.

### **ARABIAN MOTORS GROUP**

Arabian Motors Group the official sole dealer of Ford, Lincoln, Motor Craft and Quick Lane” in the State of Kuwait

#### **Marketing Manager, Ford and Lincoln**

**Aug 2014 – Apr 2015**

Managing the group's marketing operations for new and used cars as well as after sales within the State of Kuwait, reporting to the operations manager and working in alignment with Ford Middle East head office.

- Handling the public relations and media communications.
- Creating yearly marketing plan.
- Briefing agency to come up with advertising campaigns.
- Handling all marketing related communication with the regional office.
- Executing events and new cars' launches.
- Monitoring competitors' activities.
- Implementing in house activities to generate footfall.
- Creating monthly media plans.
- Planning and executing promotional activities for the sales and after sales.
- Representing the group in regional marketing meetings.
- Communicate with production houses for printable and POS material.

## **FP7 ADVERTISING AGENCY**

[FP7](#) is a division of the [McCann World Group](#), a global marketing group, represented in 120 countries worldwide.

### **Account Manager**

**Jun 2013 – Jul 2014**

Reporting directly to the Managing Director of Kuwait office, handling two major accounts, Arabian Motors Group “the official dealer for Ford, Lincoln, Motor Craft and Quick Lane in Kuwait, Ahli United Bank and covering regional requests on small accounts.

- Meeting client and digesting advertising briefs.
- Preparing contact report for clients after meetings.
- Developing campaigns alongside with the creative department.
- Creating ads’ headlines and writing body copies.
- Communicating with the regional office on developing regional campaigns for Ford and Lincoln.
- Finalising all kind of material from digital to printable.
- Recommending media vehicle and offering consultations on media plans.
- Localising regional campaigns to fit the local market’s need.
- Monitoring competition in the market.
- Media monitoring
- Brain storming and suggesting advertising ideas.
- Supporting in business development and presenting pitches.
- Helping in selling our services to new clients.
- Tackling potential clients to win them and manage their advertising business.

## **NINE PEAS MEDIA**

[Nine Peas](#) Media, Advertising, Publishing and Distribution.

### **Sales and Marketing Manager,**

**Jan 2010 – June 2013**

*Reporting directly to the Managing Director and Editor in Chief, holding ultimate responsibility for several products one of which is a leader in the niche market of weddings in the State of Kuwait.*

- Created and marketed “[ZAFAF](#)” the social wedding magazine that targeted the affluent Kuwaiti female niche market
- Media representative for a magazine of a non-profit organisation targeting Kuwaiti youth
- Create media plans and advertising schedules for clients
- Writer and editor for car-related articles and reviews
- Responsible for launching events for promoting new products
- Responsible for creating and executing flat plans for all products and implementing advertising distribution plans for every issue
- Auditing the digital copy of products before printing and monitoring the magazines’ quality after production
- Consulting clients on online social media that can increase their brand awareness and sales
- Established a sales team and coaching them in marketing our agency products
- Administer daily, weekly, monthly, quarterly and annual performance reports
- Developed and implemented all administrative related forms and reports for the agency

## **Media Box**

*Media Box for media, advertising, publishing and distribution.*

### **Media Sales Manager**

**Jan 2007 – Jan 2010**

*Promoted from Unit Senior Media Sales Executive to Media Sales Manager within a year, reporting directly to the CEO of this leading media house in Kuwait.*

- Marketed the weekly Kuwait University newspaper
- Regionally marketed the inflight magazine for Kuwait Airways
- Regionally marketed advertising spaces in Sheikh Saad Airport, Kuwait
- Created, edited, and marketed the automotive magazine “RPM”
- Planned and executed the first “Car of the Year” awards in Kuwait
- Implemented a cross-sales strategy for the agency
- Handled six bilingual products simultaneously
- Conducted a market study on the feasibility of opening a branch of the agency outside of Kuwait.

### **Catering Sales Manager, La Baguette Bakery**

**Nov 2004 – Jan 2007**

*Started as a branch manager, was promoted to catering sales manager, and acting Head of the Catering Department. Managing small catering of 14 branches and corporate catering for large organisations within the State of Kuwait.*

### **Restaurant Manager, Delice De France Restaurant, Kuwait**

**June 2003 – Nov 2004**

### **Bartender, Mövenpick Hotel & Resort Beirut**

**2001 – 2002**

### **Bartender, Beirut Marriott Hotel**

**1998 – 2001**

## **EDUCATION AND CERTIFICATIONS**

CERTIFICATE	INSTITUTE	YEAR
Fundamentals of Digital Marketing	Google	2018
Digital Marketing	EduPristine	2015
Integrated Management System	International Organisation of Standardization	2005
HACCP	International Organisation of Standardization	2005
Hôtellerie	Culinary School	2001

## **LANGUAGES**

LANGUAGE	PROFICIENCY
English	Fluent
Arabic	Native