



# RAMI TALIH

## Mobile phone

+971508754059 (UAE)  
+966558860072 (KSA)

## Email

rami.talih@gmail.com

## Nationality

Lebanese

## Year of birth

1989

## ABOUT ME

With over nine years of Media experience, working with a broad spectrum of clients from various industries, my career has led me to understand the inside out of the region's media industry. I love to be challenged and have the ambition to succeed. I seek to work in the digital field, to grow and invest my acquired knowledge where professionalism, teamwork, and commitment are rewarded assets.

## WORK EXPERIENCE

- March 2019 - Present  
**MEDIA INTERNATIONAL SERVICES (MIS)**  
DIGITAL MANAGER
  - Establishing MIS Saudi Offices
  - Representing brands like CNN, Fatafeat, Alam Alsayarat, Alam Assaat, T3ME
  - Packaging and quoting proposals across MIS network
  - Selling digital solution (Ad spaces & Content) for agencies and direct clients
  - Prepare marketing strategies and media plans
  - Working closely with creative and adops teams to ensure clients' satisfaction
  - Highly focused on business development to bring new clients and manage current client base
  - Building and maintaining relationships with agencies and clients
  - Overseeing Alam Alsayarat, T3ME & Alam Assaat social media handles
  - Negotiating and closing volume rebates and tactical deals with MBUs
- June 2017 - Feb 2019  
**DELPHYS MIDDLE EAST**  
DUBAI, UAE  
SENIOR DIGITAL MEDIA MANAGER
  - Revived & Centralized Delphys/Drive Dentsu (Dubai, Jeddah & Riyadh) Digital Unit catering to all our clients across GCC market.
  - Transformed Delphys Digital Unit from one man show to a solid department holding 3 members, led by myself, in terms of media strategy, planning, campaign execution, optimization and reporting
  - Negotiated and drove growth to Delphys tactical deals and volume rebates
  - Won and managed many clients from different industries in the region like TMC (Toyota & Lexus Motor Corporate), Frico, Sabic...
- Jun 2015 - May 2017  
**MEDIA ZONE DIGITAL**  
JEDDAH, SAUDI ARABIA  
SENIOR DIGITAL PLANNER
  - Assisting and advising clients with their media planning and advertisement placement (studying competition, planning, evaluating and presenting) to maximize the impact of the advertising campaign
  - Executed and Optimized campaigns on all available platforms (All social media platforms, Google Search, YouTube, and programmatic display)
  - Excelled in Online tools like OOX Monitor, Ipsos, Adwords, Social Media Ads Manager, SocialBakers, Sprout Social, Effective Measures/Narrative & Google Analytics
  - Managed and supervised a small social media management team, starting from setting a strategy down to moderation and answering people
  - Trained new colleagues

● Feb 2014 – June 2015

**MEDIA ZONE**

JEDDAH, SAUDI ARABIA  
MEDIA PLANNER

- Learned the basics of planning, strategy and media tools available in the market
- Planned & executed TV, Radio, Print and OOH campaigns
- Maintained good and direct relationship with clients
- Excelled in media tools like IPSOS Statex, X-Plan & research tools
- Assisting and advising clients with their media planning and advertisement placement (studying competition, planning, evaluating and presenting) to maximize the impact of the advertising campaign

● Jun 2012 – Jan 2014

**RESOURCES H&C LEO BURNETT**

BEIRUT, LEBANON  
JUNIOR ACCOUNTANT

- Worked on Starcom invoicing and financial reports

## EDUCATION

● September 2018

**MORGAN INSTITUTE – DIGITAL MARKETING INSTITUTE**

CDMP (Certified Digital Marketing Professional)

● April 2017, March 2018

**GOOGLE ADWORDS CERTIFIED**

- Google Search
- Video certifications
- AdWords Fundamental

● June 2011

**UNIVERSITY OF SAINT JOSEPH (BEIRUT, LEBANON)**

Bachelor's in Business Administration

● 2008

**COLLÈGE DE LA SAGESSE ACHRAFIEH (BEIRUT, LEBANON)**

Lebanese Baccalaureate in Economic Science

## LANGUAGES PROFICIENCY

- Arabic: native proficiency
- French: very good both spoken and written
- English: very good both spoken and written

## EXTRA-CURRICULAR ACTIVITIES

**USJ STUDENT COUNCIL**

Voted student representative for the academic year 2009-2010 at the University of Saint Joseph.

**LEBANESE RED CROSS**

Emergency Medical Technician (EMT) at the Lebanese Red Cross since 2009. Team leader since 2012, mission leader since 2010. Also, got many responsibilities like ambulances and the depot of the station.

**LEBANESE SCOUTS ASSOCIATION**

Sixteen years of scouting experience from 1994 to 2010, where I evolved from a young cub to a unit leader. From leading a small group (Patrol Leader), I came on to lead a larger group of boy scouts whose ages vary between 11 and 17. I have received training as a patrol leader as well as a unit leader.

**INTERNATIONAL BASKETBALL FEDERATION (FIBA)**

Point-guard and captain of the Chabibeh Country Lodge basketball youth team for two years (2006 to 2008).

**EXTRA-CURRICULAR  
CERTIFICATES**

**April, 2011:**

Rock climbing  
instructor, Ecole  
Francaise d'Escalade

**July, 2009:**

Dive Safety through  
Education, NAUI, World  
Wide

**May, 2009:**

Emergency Medic  
Certificate, Lebanese  
Red Cross

**Sept, 2008:**

Junior Life Saving,  
YMCA of Lebanon

**June, 2006:**

Professional Swimming  
Group, Honorary  
Certificate, Sporting  
Club.

References available upon request