

# Tony Kayouka

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June 30, 1986

## PROFESSIONAL EXPERIENCE

- Apr 2016 – Present      Social Media Director | Leo Burnett – Dubai
- Managing a team of 10 people with different skills and expertise: content creators, content writers, multimedia designers, community managers and data analysts – in different regions and time zones
  - Servicing brands from different industries, including: FMCG, Automotive, Hospitality, Weddings, Sports, F&B and Electronics
  - Leading and executing integrated campaigns
  - Connecting with the social platforms to ensure our brands' exposure to the latest releases and trends
  - Answering RFPs
- Oct 2015 – Mar 2016      Social Media and Digital Delivery Director | Initiative – Dubai
- Managing a team of 5 people with different skills and expertise: content writers, graphic designers, community managers
  - Servicing brands from different industries, including: F&B, Banking, Tourism and FMCG
  - Leading and executing digital and social campaigns
- Mar 2014 – Sep 2015      Activation and Delivery Director | Leo Burnett – Beirut
- Leading and educating internal teams on common practices and trends for digital initiatives
  - Leading and executing projects in support of ongoing client initiatives from strategic planning to activation and delivery
  - Servicing new and existing client needs, to include planning and management of performance optimization, disaster recovery and events around anticipated traffic surges
- Dec 2012 – Feb 2014      Business Director | Born Interactive – Beirut
- Building up a business through gaining new customers and accounts
  - Following up new business opportunities and setting up meetings
  - Preparing and conducting presentations
  - Answering RFP/RFI's
  - Communicating new product developments to prospective clients
- Jul 2011 – Nov 2012      Business Development Team Leader | Born Interactive – Beirut
- Mar 2008 – Jun 2011      Pre-Sales Executive and Account/Project Manager | Born Interactive – Beirut

## ACADEMIC RECORD

- 2007 – 2010      Master of Science (MSc), Business Computing | Saint Joseph University
- 2004 – 2007      Bachelor of Science (BSc), Business Computing | Saint Joseph University

## **COMPUTER LITERACY**

Social Tools	Facebook/Instagram: Audience Insights, Page Insights, Ads Manager Google: Consumer Barometer, Trends, Correlate, AdWords Keyword Planner, Analytics, DoubleClick for Publishers (DFP) Listening: Keyhole, Socialbakers Marketing Suite, Synthesio, Crimson Hexagon Publishing: Sprinklr, SpredFast, Oracle Social Cloud, HootSuite
Web Content Tools	Axure, Drupal, EPiServer, iContact, Magento, Mail Chimp, Microsoft SharePoint, SilverStripe, WordPress
Office Tools	MS Excel, MS Outlook, MS PowerPoint, MS Project, MS Visio and MS Word
Web Design Tools	Adobe Dreamweaver, Adobe Flash and Adobe Photoshop
Coding Languages	C, C++, HTML, Java, JavaScript, Oracle PL/SQL, Oracle Forms, PHP, Visual Basic .NET, Visual Basic 6 and XML

## **CONFERENCES, WORKSHOPS AND SEMINARS**

May 2017	Google All-Stars Academy   Google, Contagious, The Zoo and YouTube
Dec 2016	Digital Marketing World Forum – Dubai 2016 – #DMWF
Apr 2015	MEGA: MENA Games Conference 2015
Jun 2014	Leo Lab 3.0   Leo Burnett
Dec 2013	Gold of the Desert Kings – Experiential Learning Program by Eagle’s Flight   Starmanship & Associates
Jun 2013	Interaction Design for Beginners: Guide to Arduino and Physical Computing Facilitator: Ms. Razan Sadeq Location: Lamba Labs   Part of Beirut Design Week 2013
May 2011	QITCOM 2011 – Qatar
Mar 2011	Big Kahunah Sales Coaching   Wydner Coaches
Jan 2011	Mental Bath Coaching   Wydner Coaches
Dec 2008	Personal Management Workshop   LMI Lebanon

## **LANGUAGES**

Fluent in spoken and written English, French and Arabic

## **HOBBIES**

Football, Radio Controlled Car Racing, Puzzles and Mind Games