


Karim Abdou, M.A., B.A. (Hons)

Ireland

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Summary

I am currently focused on building a successful career in marketing. I am resilient, hard-working and motivated by success.

Experience

Group Senior Marketing Executive

International SOS

Feb 2020 - Present (5 months +)

Supporting our integrated marketing campaigns across the Group, using both online and offline platforms to achieve business objectives.

The International SOS Group of Companies is in the business of saving lives, protecting global workforce from health and security threats. Founded in 1985, the International SOS Group is trusted by 11,000 organisations, including over half of the Fortune Global 500, multi-national corporate clients and mid-size enterprises, governments, educational institutions and NGOs.

Associate - Events & Outreach

Moody's Analytics

Oct 2019 - Feb 2020 (5 months)

With oversight from the Managing Director, Global Marketing & Events, I am involved with the execution of a large volume of Moody's live projects, multimedia, and sponsored events.

Notable Accomplishments:

- Created 100+ Moody's events and series pages, whilst ensuring consistency and adhering to brand standards across all pages.
- Helped market a global webinar series on the Economic Consequences of Coronavirus, which resulted in our highest attended webinar to date; 970+ external registrants.
- Contributed to the marketing and logistical success of this year's Credit Trends event flagship series, one of the largest credit events globally, which were held across 17 cities (EMEA). This year saw a 36% increase in participation rates (2020 vs 2019), substantially exceeding our target registrants.
- On-boarded 20 team members on how to operate and effectively use our website software, Webflow.
- Navigated different design and automation systems (such as Marketo and Webflow) in a short-period of time, whilst managing various stakeholders and ensuring that our targets are achieved.

Marketing Associate

Moody's Analytics

Aug 2018 - Aug 2019 (1 year 1 month)

The Marketing team is responsible for developing programs that build the profile of the Moody's Analytics brand as well as generating leads for the sales organization. Our campaign types include digital advertising, content marketing, Google AdWords, webinars and email to name a few.

Supporting Risk and Finance Analytics marketing objectives through planning and executions of campaigns throughout the year:

- Marketo: building brand awareness whilst nurturing prospects and customers through email creation and distribution using Marketo, with post campaign monitoring and tracking.
- Website: landing page and microsite development, design and implementation. Uploading and editing whitepapers and articles on Sitecore, and making any required changes and updates to our website.
- Google AdWords and Analytics: Creating ad copy, setting up, optimizing and managing AdWords campaigns. Provision of post campaign analysis, reporting and optimization through Google Analytics.
- Social media: LinkedIn and Twitter content creation and distribution through Hootsuite. Designing social posts and running sponsored LinkedIn campaigns through LinkedIn Campaign Manager.
- Reporting and updating the team with statistics on our marketing initiatives, supporting multiple lines of businesses with marketing objectives, whilst carrying out administrative and ad hoc duties as required.

Moody's Analytics, a unit of Moody's Corporation, helps capital markets and credit risk management professionals worldwide respond to an evolving marketplace with confidence. The company offers unique tools and best practices for measuring and managing risk through expertise and experience in credit analysis, economic research and financial risk management. By offering leading-edge software and advisory services, as well as the proprietary credit research produced by Moody's Investors Service, Moody's Analytics integrates and customizes its offerings to address specific business challenges.



Digital Marketing Executive

Maven TM Limited

Sep 2017 - May 2018 (9 months)

Maven TM is a provider of world-class outsourced B2B Telemarketing and Inside Sales Services, with a particular specialisation in new and emerging technology solutions. We work with technology providers in Ireland, UK, Europe and the US to provide a high-quality lead generation service.

The Role Includes:

- Representing some of the world's leading technology firms with inbound marketing campaigns.
- Identifying opportunities for clients through email, social media, and digital marketing initiatives.
- Content Creation – Blogs, premium content, eShots, Social posts, website copy, etc.
- Creating targeted email campaigns.
- Supporting SEO and PPC requirements of Clients.
- Supporting the creation of effective Social Media Campaigns.
- Use of leading inbound marketing technologies such as HubSpot and ELOQUA.



Sales and Marketing Intern

Cliff House Hotel

Jul 2016 - Dec 2016 (6 months)

Duties Included:

- Providing back up & support to the Director of Sales in all her daily tasks.
- Conducting administration tasks such as reservations and mailings.
- Maintaining an accurate database of all clients on all systems.
- Producing monthly statistics and on an ad hoc basis.
- Creating daily newsletters for hotel guests.
- Booking clients into Bar/House restaurants.
- Processing online & hotel vouchers.
- Updating company website as required.

Took on further responsibilities at work - Purchasing/Cost Control Duties:

- Managing purchase order system: adding new suppliers, editing/adding items.
- Created Standard Operating Procedures for hotel group regarding our PO system.
- Comparing supplier costs to help maximise profits.
- Matching accepted deliveries against each purchase order.
- Matching corresponding delivery dockets with invoices.
- Inputting invoices into PO system and ensuring that the price charged is the price agreed.
- Analysing cost of running various departments.



Summer Intern

Waterford Institute of Technology

Jun 2015 - Aug 2015 (3 months)

Completed 3 months voluntary work experience in the Literacy Development Centre within the School of Adult Education and Lifelong learning in Waterford Institute of Technology. Duties included:

- Data collation and entry
- Updating records
- Compilation of contact databases
- Preparation of Garda Vetting Packs
- Office Administration Duties
- Archiving files
- Proof reading and editing policy documents and handbooks
- Other duties assigned over the duration

Education



University of Chester

Master of Arts - MA, Entrepreneurial Management, Business

2018 - 2019

Completed my MA in Entrepreneurial Management whilst working full-time as a Marketing Associate at Moody's Analytics, New York City.



Waterford Institute of Technology

Bachelor's Degree, (1:1 Hons), Marketing & Digital Media

2013 - 2017

Year 1, Results including:

- Statistics, 92%; Business and Financial Maths, 90%; The Macroeconomic Environment, 70%.

Year 2, results including:

- Print Media Advertising, 92%; Advertising Communications Mix, 86%; ICT for Advertising, 80%.

Year 3, results including:

- Web Development Skills 84%; Financial Management, 76%; International Marketing, 75%.

Year 4, results including:


- Social Marketing, 77%; Strategic Brand Management, 76%; Digital Marketing, 72%.

De La Salle College

High School


2008 - 2012

Licenses & Certifications

 **Digital Garage Certificate of Online Proficiency - Google**

 **Inbound Certification - HubSpot**

Issued Sep 2017 - Expires Nov 2019

 **Email Marketing Certificate - HubSpot**

Issued Jan 2018 - Expires Mar 2020

 **Content Marketing Certification - HubSpot**


Issued Mar 2018 - Expires May 2020

 **Marketing Software Certification - HubSpot**

Issued Mar 2018 - Expires Mar 2019


 **Verified International Academic Qualifications - World Education Services**

Honors & Awards

 **WIT Deans List Award 2014/15 - Head of School of Business**

Oct 2015

Received a certificate of recognition for outstanding academic achievements. The top 5% of students in the School of Business receive this award each year.

 **Community Service Award - WIT/Genzyme Ireland Outreach Access Programme**

Apr 2016

The program supports participants to develop skills in the areas of Team Building, Group Dynamics, Listening and Communication Skills, Time Management, Practical Youth Work, Project Planning and Reflective Practice.

 **Football Awards**


Achieved numerous football awards through the years:

- U11A , U13A, U15A and U17A league & cup winners with Villa Football Club.

- Represented Waterford football squad on numerous occasions.

- All Ireland champions with De La Salle College football team.

- Represented Ireland with De La Salle College in Birmingham competing against the best footballing schools from England, Wales, Scotland & Northern Ireland.

 **Marketing Challenge** - Tom Byrnes, Owner of Fun Packs

Mar 2017

Selected as the winning group of our 'Marketing Challenge' final year module. The project task was to create a marketing campaign regarding new product development for the Fun Packs business.

 **Marketing Commendation Award** - Waterford Institute of Technology

May 2017

Received a Marketing Commendation Award for achieving excellence in the area of marketing. This certificate rewards the top performing students throughout the duration of college.

 **Student Speaker Award** - Mountbatten Institute

Aug 2019

Awarded with the Student Speaker award for honourably representing the Mountbatten body with the upmost professionalism.

Skills

Social Media Marketing • Customer Service • Social Media • Research • Public Speaking • Microsoft Office • Photoshop • Microsoft Word • Microsoft Excel • PowerPoint