

# SELIM MAALOUF

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## Work Experience

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### CONVEYING YOUR MESSAGE LLC

*Richmond, Virginia (Remote)*

#### ■ Co-founder | Head of Content & Operations (Sep 2023 – Current)

- Founded a sustainable growth agency – a HubSpot solutions partner – focused on bringing Sales, Marketing and Service teams into a single Customer Data Platform
- Oversaw day-to-day business operations, marketing, and content creation initiatives for both the agency and its clients
- Executed our full content calendar, from ideation, to production, to distribution (including 2 Podcasts, a recurring live community event, and the personal brands of both co-founders on LinkedIn)
- Built and maintained the company's website using HubSpot CMS Enterprise
- Hosted and Produced 25+ episodes of the agency's two podcasts
- Delivered RevOps road mapping workshops to agency clients
- Executed HubSpot CRM configuration and deployment for agency clients
- Developed and executed demand generation strategies for industrial and manufacturing clients.

### STORED ENERGY SYSTEMS LLC (SENS)

*Longmont, Colorado (Remote)*

#### ■ Content Writer (Feb 2023 – Sep 2023)

- Created written content for blogs, articles, product descriptions, social media, and the company website
- Conducted “voice of customer” research to address gaps in the company's current content
- Assisted the marketing team in developing content for advertising campaigns
- Edited and polished existing content to improve readability
- Created compelling headlines and body copy that will capture the attention of the target audience
- Built out and maintained templates and processes to support SENS LinkedIn strategy
- Hosted monthly webinar series with Subject Matter Experts in the Critical Power industry
- Was a key member in the HubSpot implementation team focused on CRM, Marketing Automation and CMS Platform for the company website.

## **INDEVCO NORTH AMERICA**

*Doswell, Virginia (Hybrid)*

### **Marketing Operations Specialist (Apr 2021 – Jan 2023)**

- Managed marketing operations for the industrial group's 4 business units in addition to corporate
- Managed HubSpot CRM for 4 different business units through consistent data stewardship and lead management automation
- Ensured smooth lead handoff from marketing to sales through the periodic collection of feedback from sales teams, guiding and helping improve marketing initiatives
- Planned and Developed HubSpot Direct Email Marketing campaigns and automated sequences for nurturing prospects and qualifying potential leads
- Configured web tracking and analytics tools to capture and analyze data from our marketing campaigns
- Prepared and delivered all marketing performance reports and activity dashboards to management
- Managed and maintained all 5 websites for our business units, ensuring they are up-to-date and bug-free
- Developed and produced all video content for internal communications, tradeshow displays, customer service interactive sequences, and social media
- Managed all print and promo item purchases and helped implement an internal web store for each of our sales teams to order marketing material on-demand with delivery.

## **TECHNICA INTERNATIONAL**

*Lebanon*

### **Digital Marketing Strategist (Sep 2019 – Jun 2020)**

- Owned all digital marketing channels and was responsible for the setting, planning, and execution of the digital marketing strategy to promote Technica's Industrial solutions and CSR initiatives
- Introduced a new inbound marketing strategy leveraging multiple digital marketing channels
- Responsible for all content marketing (Website, Social, E-mail)
- Performed GDPR compliance audit and introduced required changes and best practices
- Developed a Social Selling strategy for LinkedIn, continuously coaching the sales team through its execution, and fine-tuning and growing 8 accounts to 1,000+ followers
- Produced content for Facebook and LinkedIn to promote the company's CSR activities, such as the "Ventilator Campaign" (300,000 impressions and 4.7% engagement rate).

### **Industrial Solutions Pre-Sales Engineer (Apr 2017 – Aug 2019)**

- Prepared turnkey solutions and commercial offers for more than 120 project opportunities with a 10% conversion rate.
- Developed an automated offer generation system through VBA programming for Microsoft Excel, encompassing all aspects of an Industrial solution offer, reducing offer lead times by 90%, and reducing human errors by 98%.

### **Industrial Design Engineer (Nov 2013 – Apr 2017)**

- Designed mechanical parts and assemblies for conveyor and end-of-line packaging systems across 8+ projects
- Dedicated considerable time to process automation and work efficiency for all Industrial design tasks.

# Education

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## LEBANESE UNIVERSITY, FACULTY OF ENGINEERING (Lebanon)

Master of Engineering in Mechanical Engineering (MEng), 2014

# Skills

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- **HubSpot Solutions Partner:** Sales Enterprise, Marketing Enterprise, Service Enterprise, Operations Enterprise, CMS Enterprise, Commerce Hub
- **Video Production:** Storyboarding, Filming, Video and Audio Editing (Adobe Premiere Pro)
- **Livestreaming and Remote Production:** OBS, Streamlabs, Restream.io, Riverside.FM
- **B2B Social Media and Community Management:** LinkedIn
- Social Selling Coach for internal sales teams
- **Content Writing:** Blogs, Whitepapers, Newsletters, Social Media ghostwriting
- **Project Management:** ClickUp, Asana, Trello
- **Engineering Tools:** 2D/3D CAD, Excel VBA programming (Advanced)
- Amateur Photography

# Languages

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- Arabic: Native Tongue
- English: Fluent
- French: Good