

Create a great LinkedIn profile
and build your professional brand on



Benefits of using LinkedIn



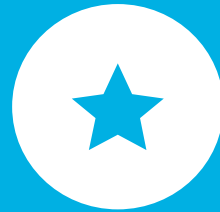
STAY CONNECTED



STAY INFORMED



GET HIRED



Create a great profile



Cyril El Kayem

Helping YOU to find the Best Talent at the right time

United Arab Emirates | Internet

Current LinkedIn

Previous Oracle Systems Ltd., Bank Audi – Audi Saradar Group

Education ESA BUSINESS SCHOOL

Send a message

View in Recruiter

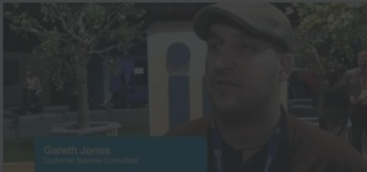
★ Relationship

Contact Info

Background

Summary

I have over 10 years of consultancy in the HCM and Talent Acquisition fields across the MENA region, and I focus on driving best practice and increasing client engagement of our LinkedIn products and services. My aim is to ensure that our solutions become a mission critical and irreplaceable part of our client's sourcing and employer branding process.



CSO Team Video

1

Add a professional photo

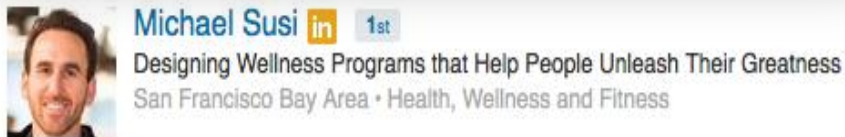
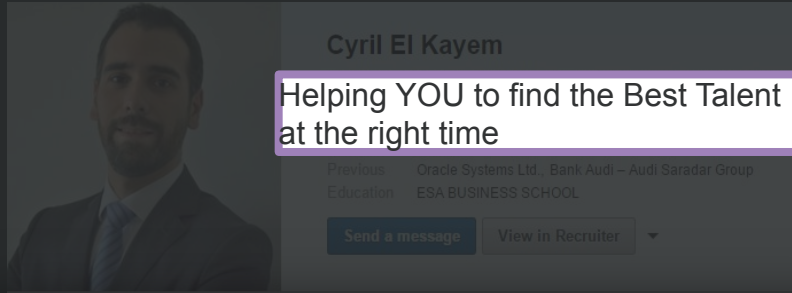
14x

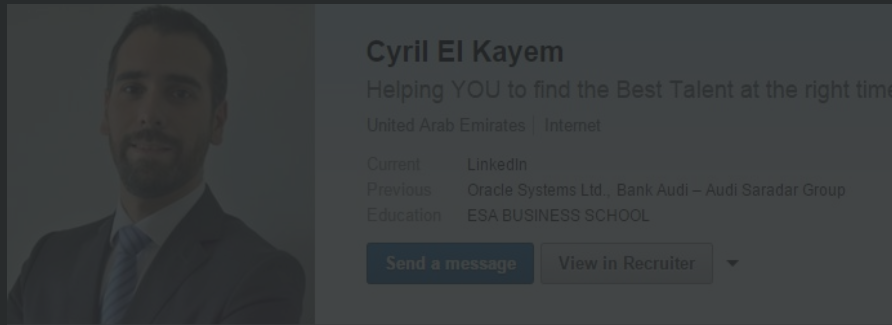
More likely to be viewed if have photo

2

Write an attention-grabbing headline

Explain what it is you do
Show your passion and value





3

Draft a compelling summary

40 words or more

Include keywords but not
buzzwords
Focus on career
accomplishments

Background



Summary

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CSO Team Video



Experience

Customer Success Consultant

LinkedIn

January 2015 – Present (4 months) | United Arab Emirates

As a Customer Success Consultant, my role is to help and advise Customers and Recruiters on how to achieve Optimal Results and Success with LinkedIn Talent Solutions Products.

- Develop retention strategies by becoming a client partner to our customers - maximizing the benefits of their investment with LinkedIn Corporate Solutions
- Partner alongside the LinkedIn Sales organisation as well as other key cross-functional teams to lead post-sales implementation and project management activity.
- Utilise LinkedIn, client and other data to derive insights and use these to drive greater customer success with LinkedIn products.
- Maintain a deep understanding of our solutions and provide strategic advice to customers on how to fully capitalize on their LinkedIn investment



HCM Principal Sales Consultant

Oracle Systems Ltd.

June 2005 – January 2015 (9 years 8 months) | MEA Region

More than 9 years in the Human Capital Management field promoting Human Resources and Talent Management solutions and interacting with HR departments to better support their organizational changes and HR processes.

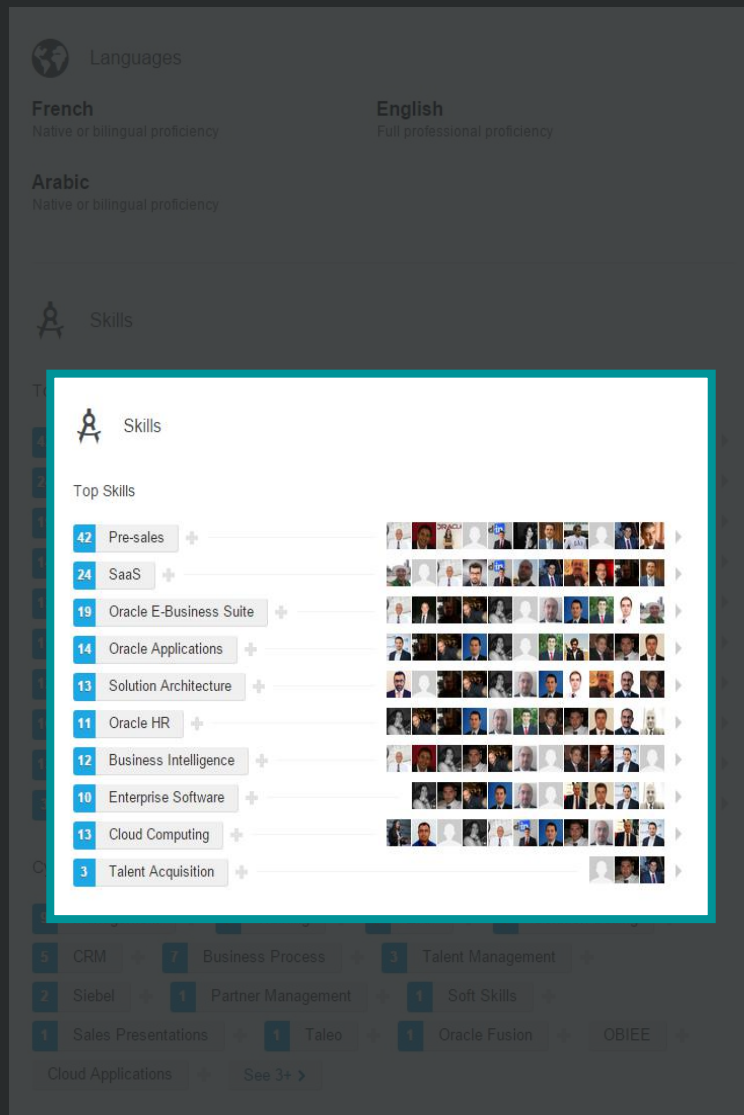
- Drive the Human Capital Management (HCM) business across industries in the Middle East, Gulf and Africa Region.
- Promote Oracle Talent Management & Talent Acquisition Solutions, focusing on Taleo and Fusion Cloud applications.
- Provide product expertise by understanding customers' requirements and business processes, identifying pain areas and accordingly advising on best practices and presenting appropriate solutions.
- Hold HCM & Talent Management seminars and marketing events in the region on a regular basis to better push Oracle's product offering to the market.
- Develop Partner knowledge to raise their awareness on new HCM products and Saas Solutions, helping them to get more opportunities.
- Conduct Partner and Customer trainings on all Oracle HCM products, specifically on Taleo and Fusion applications.
- Work closely with dedicated account managers to plan and develop account strategies for existing and new customers, and setup the future roadmap.
- Implement proof of concepts for Oracle e-Business Suite Applications, and prepare Presentations and Demonstrations for client, focusing mainly on the Oracle Talent Management Cloud set of applications (Taleo and Fusion) as well as the on-premise e-Business Suite solution, and ensure that the delivered solution meet / exceed customer's needs.
- Assist in answering RFPs and RFIs for a better support to our clients, and participate in the development of value propositions.
- Actively build and maintain a depth of product knowledge in the designated product areas.
- Involved in the pre-sales recruitment activity for the Levant and Africa region.
- Act as a mentor for the newly joined sales consultants, and develop productivity tools and training programs for them.



Detail your past work experience

12x

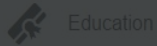
More likely to be viewed if have more than 1 position listed



5

Add skills and get endorsements

Include a mix of high level and niche skills



Education

ESA BUSINESS SCHOOL

MBA, Business

2002 – 2004



Universite Saint Joseph

Masters, Economics

2001 – 2002

Universite Saint Joseph

BA, Economics

1998 – 2001

Lycee Franco-Libanais Beyrouth

French Baccalaureate

1983 – 1998

New York Institute of Photography

Certificate, Photography

2014 – 2015

Additional Info

• Personal Details



Volunteer Experience & Causes

Causes Cyril cares about:

- Animal Welfare
- Arts and Culture

6

Include Volunteer Experiences & Causes

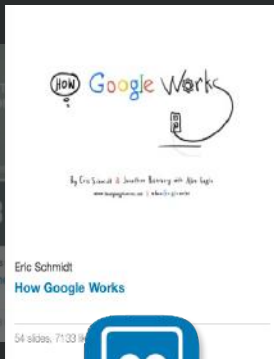
Almost half of all hiring managers say they view them as equivalent to formal work



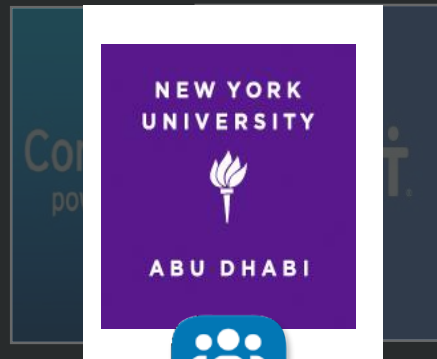
STAY INFORMED

Build your professional brand

The most relevant professional news and knowledge



SlideShare



Groups



Pulse



Influencers & Publishing

LinkedIn Premium interface showing the Qatar Petroleum Careers page. The page features a large image of an offshore oil rig with the text "Career Opportunities with Qatar Petroleum". Below this, there is a section titled "About Qatar Petroleum" which states: "Qatar Petroleum (QP) is a state-owned public corporation established by Emiri Decree No. 10 in 1974. It is responsible for all phases of the oil and gas industry in the State of Qatar. The operations and activities of QP and its affiliates are conducted at various onshore locations, including Doha, Dukhan and the Mesaieed and Ras Laffan Industrial Cities, as well as offshore areas, including Halul Island, offshore production stations, drilling platforms and the North Field."

Below the text is a video player with the title "تسير قطر بخطى وثقة لتحقيق رؤيتها الوطنية" (Qatar takes steady steps to achieving its National Vision). The video player shows a night view of a city skyline with the text "Qatar takes steady steps to achieving its National Vision".

On the right side, there is a section titled "How You're Connected" showing 159 second-degree connections and 7,053 employees on LinkedIn. Below this, there is a section titled "Jobs at Qatar Petroleum" with a job listing for "Strategic Workforce Planner" in Doha, Qatar.

At the bottom left, there is a list of links:

- Corporate Website
- Like Us on Facebook
- Follow Us on Twitter
- Current Vacancies on Website
- Jobs Posted on LinkedIn

Follow companies

Get the latest updates on product launches and job opportunities

Connect with your alumni

Find opportunities through your university's alumni

8 Months Degree Program - Earn an Online Degree from Bachelors to Doctorate within 8 months. [Req Info](#)

Qatar University
Qatar

94 interested in attending

4,272 results

Search this set

Attended 1900 to 2015

Change university

Where they live	Where they work	What they do
Qatar 3,634	Qatar Petroleum 66	Engineering 279
United States 118	Qatar Foundation 62	Information Technology 215
United Arab Emirates 58	RasGas 55	Operations 196
Canada 45	Hamad Medical Corporation 42	Media and Communication 185
Saudi Arabia 42	Onmedin Qatar 40	Research 177

Show More

Explore careers of 4,272 Alumni

Where they work	What they do
Qatar Petroleum 66	Engineering 279
Qatar Foundation 62	Information Technology 215
RasGas 55	Operations 196

more

General Information

Since its inception in 1973, Qatar University has become the country's national and major institution of

Show more

Bachelor, Business Administration
1992 – 1995
Qatar Satellite Company

See all

Ads You May Be Interested In

ICON The Sense Of Creativity!
We Are A Full Fledged
Advertising Agency Check Our
Latest Campaigns

Black Unicorn Media

Gain insights from top industry leaders



**HH Sheikh
Mohammed Bin...**

We are building a new reality
for our people, a new futur...
243,770 followers



Bill Gates

Co-chair, Bill & Melinda
Gates Foundation
3,823,484 followers



James Caan CBE

Serial Entrepreneur and
Investor in People with
2,279,565 followers



Arianna Huffington

President and Editor-in-Chief
at The Huffington Post Media
3,261,333 followers



Daniel Goleman

Author of The Triple Focus: A
New Approach to Education
2,067,604 followers



Fadi Ghandour

Founder & Vice Chairman
Aramex
49,325 followers



Gretchen Rubin

Bestselling writer about
habits and happiness
1,511,678 followers



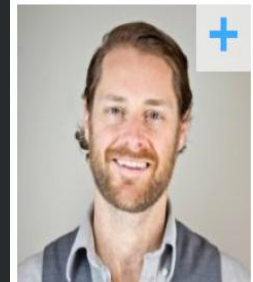
T. Boone Pickens

Founder, Chairman and CEO
at BP Capital and TBP
1,300,049 followers



Katya Andresen

CEO at Cricket Media/ePals
1,210,990 followers



Ryan Holmes

CEO at Hootsuite
1,136,559 followers



Share content with status updates

Include links to content

Or upload photos

Sharing updates vs. publishing posts

Helping you grow and engage your network

Updates

Share links, articles, images, quotes or anything else your followers might be interested in

Posts

Deeply explore topics that matter to you, then watch the comments to see your impact

Publishing on LinkedIn



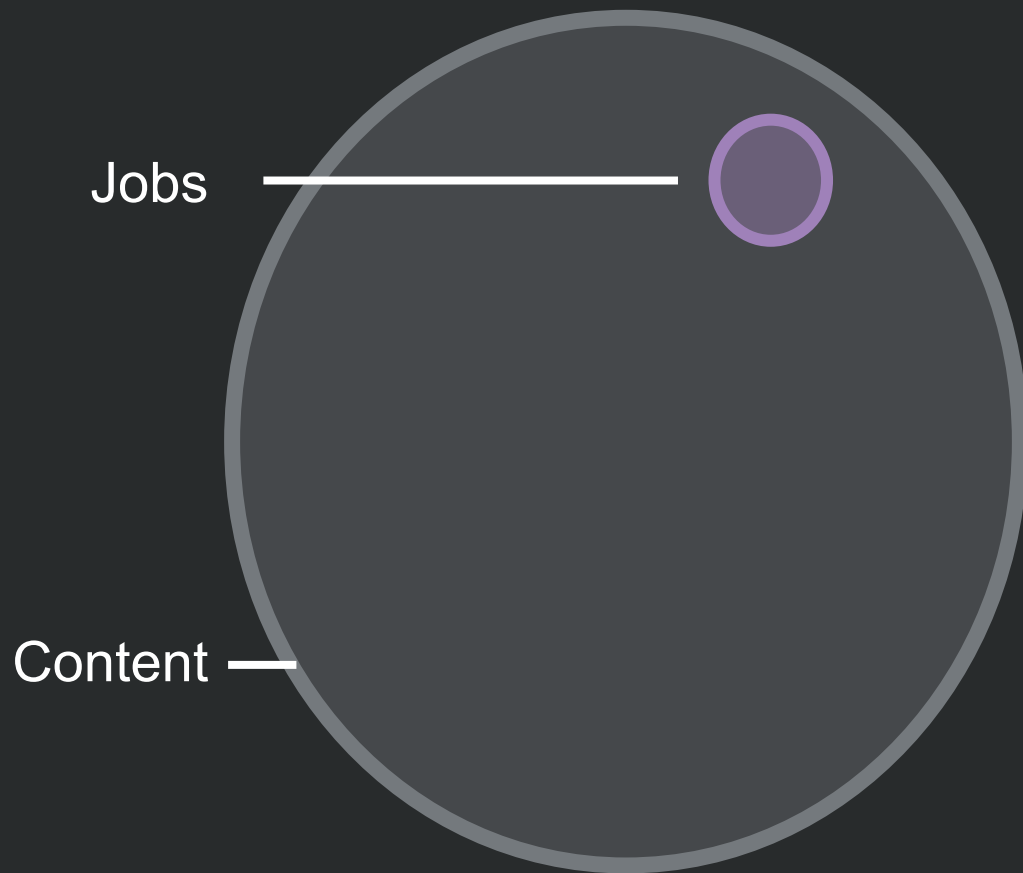
Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of
professionals ever
assembled



7x

More engagement
with content vs. jobs

Be known for what you know

Strengthen your
reputation and grow
your reach



3 things to do for yourself

1. Complete your profile

(Photo, Tagline, Summary)

2. Set your parameters according to your needs

(visibility, accessibility, frequency of messages)

3. Set news for you

(Join 3 Groups, Follow 3 companies, Subscribe to 3 News sources)

