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Place & Date of Birth: Beirut, Lebanon- January- 22- 1981**Nationality:** Lebanese**Employment Overview**

The Channel Agency
Beirut-Lebanon
January 2018- Current
Account Manager

Handle and manage several different accounts. Provide full Client Servicing and full on Marketing Support.

- Lead and perform the communication and plan with each client.
- Creating and developing the content for every account/brand.
- Manage and coordinate with the creative team the design and art production.
- Caption creation, editing and copyrighting to all content related material.
- Creating campaigns for each brand and applying the social media plan accordingly.
- Carried out Photoshoots and Art Direction.
- Carried out Pre-Production and Post- Production content in coordination with the technical team.
- Script Writing for ads.
- Planned and organized events.
- PR and Media support.

Consultant**(Marketing, Entertainment, Communication, Production, Copywriting)****El Gouna/Beirut/Mykonos****August 2017- Current**

Worked and consulted for several companies specifically in the F&B and Nightlife sectors/fields in Lebanon, Egypt and Greece. Managed and led the Operations, Marketing and Entertainment departments. I currently provide consultancy.

- Coordinating staff, solving operational problems, reviewing client requirements, establishing project content, and helping to design marketing strategies.
- Marketing expertise, creativity, problem solving, self-promotion, client relationship, and research aptitudes, editorial content (creating and copyrighting).
- Events & Entertainment: Communication, Organization and its Production.
 - Entertainment: Booking
 - Communication
 - Logistics coordination.
 - Music management.
 - Wide local, regional and international artists database.
- Worked closely with producers and editors to create rich content and music.
- Supervising Post- production and Pre- production, including organization, editing and content.
- Create and advocate for consistency in enterprise brand identity and awareness.
- Creative Campaigns.
- Social/Digital media management.
- Communicate with partners and sponsors on board.

The Lemon Tree and Co.

**The Lemon Tree Katameya (New Cairo), The Lemon Tree Marassi (North Coast Egypt),
Family and Friends by The Lemon Tree and Co.**

June 2016 – June 2017**Marketing and Entertainment Manager****Head of Marketing Department:**

- Developed and Launched the Marketing Summer Campaign (2016) for the Summer Venues in North Coast.
- Developed and Launched the Marketing Fall Campaign for the opening of the new outlet

- (The Lemon Tree Katameya) in Cairo.
- Developed the Marketing Campaign to launch the new Sub brand called: Family and Friends by The Lemon Tree and Co.
- Manage and Handle the Ongoing Marketing Strategy for the whole brand.
 - Content Marketing
 - Social Media Marketing
- Manage the Creative and Production Team; delegate Tasks accordingly to create Campaigns: visuals, videos and artworks.
- Coordinated with the Promoters, Partners and Sponsors regarding social media and brand identity.
- Supervised Photography and Videography during Operation of Events.

Head of Entertainment Department:

- Created the Entertainment Plan for the Summer outlet:
 - Selected the Shows and performances for Summer 2016.
 - Selected the Themes of the Sketches in coordination with the Styling Team.
 - Provided the Mood board of the dance shows to the Styling Team.
 - Supervised rehearsals in coordination with the Choreographers.
 - Supervised the Live Performances during Operation.
 - Handled and Managed the Technical Production on Ground during Operations:
 1. Light Production
 2. Music/DJ/ Sound Control
- DJs & Artists' Booking (local and international)
 - Booking
 - Communication
 - Logistics in coordination with our Logistics Department.
 - Assisted in Providing New Genres of Music and Playlists.

Family and Friends by The Lemon Tree and Co (Marketing and Entertainment):

Family and Friends, a sub brand by The Lemon Tree is a club concept that was launched in the summer of 2016. During summer, it takes place in the summer venue in North Coast, as for the rest of the year it goes on Tour to take place in different venues in different countries.

- *Family and Friends in Pacha Ibiza*
 - Conducted the communication with our Partners Ten Ibiza, assisting in the Event.
 - Carried out everything related to technical and artistic production and entertainment.
 - Carried out everything related to entertainment.
 - DJs and logistics in coordination with our Logistic Department.
 - Photography and Videography during the event on Ground.
 - Handled Full Operation on Ground in coordination with Ten Ibiza Team and

Pacha Ibiza Team.

- Managed Post Production (art production and social media).

Family and Friends in Sahel Hasheesh, Red Sea.

- Was in Charge of Organizing a 3-day Music Festival for NYE in Collaboration with Egypt's Renowned Event Planners Byganz Extraordinaire.
 - Complete coordination between both teams, partners, sponsors on board, and logistics.
 - Handled and Managed Entertainment, Production and Logistics.
 - Sorted the Marketing Campaign for the event in coordination with their Marketing Department.
 - Coordinated the logistics of the Entertainment (artists, DJs and dancers)
 - Supervised the Reservation Process of the event with the PR department.
 - Photography and Videography.
 - Handled Full Operation on ground in coordination with the ByGanz Team, partners on board, Technical Production, Operations with Sahel Hasheesh management.
 - Managed Post Production (Art Production and Social Media).

Family and Friends at The Nile Ritz Carlton Cairo.

- Achieved and finalized the deal with the Ritz Carlton Team.
- Supervised in coordination with the Legal Department Contract Agreement and finality.
- Handled and Managed Entertainment, Production and Logistics.
- Sorted the Marketing Campaign for the event in Coordination with their Marketing Department.
- Coordinated the logistics of the Entertainment (artists, DJs and dancers).
- Supervised the Reservation Process of the event with the PR department.
- Photography and Videography.
- Handled full Operation and Production on ground in coordination with partners on board and the F&B and Marketing Team at the Ritz Carlton.
- Managed Post Production (art production and social media).

The Temple (Nile Pharaohs)

Cairo, Egypt

April 2015- December 2015

Marketing and Events Manager

- Developed and launched the marketing campaign for the comeback of the venue as a club for the year 2016 (content and design).
- Organized events by the venue itself (DJs and artists).
- Coordinated with the promoters renting the venue regarding social media and brand

identity.

- Created the new image for the club.
- Created the entertainment schedule for the season.
- Handled the communication with promoters, clients, sponsors, media and social media.
- Conducted and lead the operations of the launch.
- Created the sponsorship presentation and packages for potential brands.

Nammos Beach Club

Mykonos, Greece

June 2013- June 2014

Entertainment, PR& Events Manager

- Organized all of the events for the summer of 2013 celebrating Nammos's 10 year anniversary: concerts, DJ performances, beach parties, weddings and others
- Carried out the full communication: bookings, contracts, travel details, hospitality/technical rider and event schedule/storyboard.
- Organized each event from A to Z with the support of the team.
- PR VIP guest relations with:
 - 5-star hotels on the island and their guests.
 - Nammos VIP clients
- Conducted a full marketing and media plan to promote the venue, events and boost the image through:
 - Social media and the website
 - On flight advertising (MEA airlines)
 - FTV international
 - Online media (Beiruting and Mondanite)
 - Magazines
 - corporate identities: branding, editorial, design and printing
 - PR with the 5-star hotels on the island.
- Created Nammos exchange nights between Istanbul, Dubai and Mykonos (through my PR database).

Sky Management

Skybar, O1NE Yas island (Abu Dhabi) & O1NE Beirut.

October 2014- January 2014

Entertainment Director

- Created the Entertainment plan/schedule for the year 2014:
 - Booking artists for the venues with international worldwide agencies.
 - Artists riders, logistics and coordination.
 - Themed events
 - Developed the identity of O1NE Beirut and O1NE Abu Dhabi.
 - Music supervision and guidance: resident DJs sets, productions, schedule and private events.

Corner Stone Holding SAL

Promotional Director/Media Online Relations Manager/ Event Planner& Writer

September 2012- May 2013

- Online marketing/exposure through online media partners for Corner Stone's clients
- Organized all events for clients under the umbrella of Corner Stone in addition to in-house events (corporate, personal etc...)
- Own a critique column in cloud 961, the online digital publication belonging to the family of Corner Stone.
- Completed promotional deals.
- Was in charge of corporate identities: branding, editorial, design and printing.
- Organized the Cloud 961 boat party for summer 2013 with the support of the Corner Stone team.

F Factory: Event Management Company for FTV Arabia

November 2010- May 2012

Fashion Event Organizer

- Created, managed and organized the F Club (fashion club) concept in Beirut, a first in the country in collaboration with Fashion TV Arabia and Maison Blanche.
- Designer distribution and coordination on a weekly basis
- Selecting the theme for each night and for each designer's show.
- Wardrobe and accessories selection.
- Marketing the event and the designers through different tools, Media (PR and press releases)
- Decoration and set up for the place.
- Selection of models and dancers: briefing, fitting, music and choreography.

Future TV

May 2010- February 2011

Presenter/Fashion Consultant/Script Writer

Shopaholic: A weekly TV show that educates people specifically fashion lovers about the smart right tactics for acquiring smart shopping skills. The show encompassed 3 presenters (including me), contestants and jury members. It was filmed indoors with outdoor segments that included the shopping tasks the contestants had to do.

- Delivered the theme of each episode and tasks for the contestants.
- Wrote the entire script.
- Monitored the different segments of the show and was in charge of the Fashion tips graphics.
- Supervised the techniques of presenting for the two other presenters.
- Presented my own segment: the "fashion tips" consultant segment.
- Provided 3 jury members to each episode: entrepreneurs and fashion specialists.

Fashion TV Arabia**Beirut-Lebanon****August 2008- May 2011****Event Planner/Senior Marketer/Presenter**

Presented, prepared and assisted in the production of my travel show called: DESTINATION

- Was personally in charge of the Marketing of the show: via social media, magazines, FTV and other tools.
- Conducted deals for destinations and resorts to cover along with new topics for the show.
- Presented and was in charge of the communication and coordination of all the Fashion TV events and parties that took place in Beirut, Dubai, Egypt and Bahrain.
- Created all concepts for FTV events and parties to be executed for the year 2008 and 2009 (Beirut, Egypt, Dubai and Bahrain)
- Coordinated between F Factory (the event organizing company) and the FTV Marketing team.
- Created the F Club concept: a concept that was implemented in the region for the first time.
- Monitored and introduced new brands (upcoming designers in the region) to the FTV Grid.
- Constructed new segments for the TV, which revolved around new upcoming designers in the region and the latest boutiques.

Ducati**High on Wheels****January 2010- March 2011****Marketing and Events Manager**

- Was in charge of the media plan: website (design and content), social media and press releases.
- Marketing plan: magazines ads and PR/marketing events (Boat show, Ducati fashion shows, events with Italian Embassy and others)
- Performed barter deals with TVs and magazines for coverage and exposure of our local & international events.
- Organized local events for riders.
- Organized the annual DRE (Ducati Riding Experience) along with the full itinerary schedule in Italy: Milano, Bologna and Tuscany.
- Conducted market and feasibility study for other related projects to the brand (Ducati) itself.

Azadea Group**March 2007- June 2008****Operations Coordinator****Virgin Mega Store (Kuwait-Dubai)**

- Assisted the Operation Manager in managing the team and coordinated between the Marketing Department & the Operation Manager.

- Trained in Dubai (head office) and was in charge of producing new ideas, events and performing market studies on how to improve the stores.

Essegi - SRL Forniture Militari

September 2006-November 2006

Project Manager for French Army, GTIA LECLERC (UNIFIL) in 6 bases in southern Lebanon:

- Coordinated between the company and the military officials in charge, presented and provided the following:
 - Logistics: renovation, construction and providing all materials related.
 - PR responsible and coordinator for all other projects and supplies needed by the army.
 - Organized events in the military bases.

Al Salam for Real Estate Investment sal /Sannine Zenith Holding

August 2004- June 2006

Sannine Zenith Lebanon Project, Beirut Lebanon

Media/ Pr Executive

- Developed the company's PR database with local & regional media in addition to database of Local and Regional politicians, investors, clients.
- Assisted in forming a new media strategy to adapt the management communication strategies via press conferences and press releases.
- Organized and executed all details related to Sannine Zenith Lebanon events such as: Sannine Kick Off meeting- October 2004 and others.
- Performed feasibility and market studies on several projects for sister companies under same holding, such as Al- Jareeda newspaper& Fashion Bar.
- Editor of GFIC newsletter (combines information on all sister companies, sample available upon request).

INTERNSHIPS

Le Meridien Hotel, Mandaloun

Limassol, Cyprus

Summer 2006

Organized all kinds of events in coordination with the Banquet department.

Future Television

Summer, 99

English News Department

- Edited wire dispatches, trained in writing various reports and VO's, went on field missions with reporters.

EDUCATION

LAU, Lebanese American University, Beirut, Lebanon

2001- 2003

Bachelor of Arts, Communication Arts, Emphasis: Journalism

International College (IC),

Beirut, Lebanon

Class of 99 Lebanese Baccalaureates – Philosophy

SKILLS

- **Languages:** English, French, and Arabic read, written, spoken fluently.
- **Other Skills:** Excellent Research skills, Communication skills and strong PR skills (international database).

INTERESTS

Swimming, Kitesurfing, Water Sports, Yoga, Running, Traveling, Culinary, Music and Animal Welfare/Rights.

References available upon request.