

# SAMER BARAKAT-DIAB

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## CAREER SUMMARY

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### **TURNER BROADCASTING SYSTEM ARABIA | MARKETING & PR MANAGER – HEAD OF DEPARTMENT | APRIL '14 – JUNE '18 | DUBAI, UAE**

**Cartoon Network Arabic, Cartoon network Hindi, Cartoon Network, Boomerang, TCM & Support for CNN International**

- Heading the Marketing & PR Department for the MENA region
- Formulating & implementing Marketing strategies
- Preparing yearly Marketing & PR plans and Budgets
- Leading & implementing various consumer activities in the region
- Leading & managing all digital and social media marketing activities
- Creating and leading all corporate events and communications
- Working closely with EMEA central team & ensuring strategies & objectives are aligned with the region
- Close coordination with various departments to ensure successful implementation of campaigns/activities
- Managing relations with various agencies

#### **Achievements:**

- Creating the first Cartoon Network Awards ceremony in the region
- Successful re-launch of PowerPuff Girls and Ben10 in MENA

### **JWT | ACCOUNT DIRECTOR | FEB '10 – MARCH '14 | BEIRUT, LEBANON**

**Touch Mobile, Red Bull, Heineken, Kraft Foods, Nokia (Levant), JT International, Mercedes Benz & others**

- Heading a unit with a pool of accounts while managing a team of five
- Leading/Formulating communication strategies & presentations
- Ensuring implementation of all digital and social media campaigns
- Leading communication campaigns across all channels
- Actively leading team activities that involve briefings, research findings, ongoing communication, etc.
- Systematic tactical alignment with stated goals, objectives & strategy
- Problem solving, managing expectations and maintaining long term client relationships

#### **Achievements:**

- Rebranding of “mtc touch” to “touch” with a major 2 phase interactive TTL campaign
- Nationwide launch of Camel Black and White cigarettes in the Lebanese market

## **IMPACT BBDO | ACCOUNT MANAGER | AUG '04 – JAN '10 | DUBAI, UAE**

### **PepsiCo. International**

**MEA region – Handling Colas (Pepsi, Diet Pepsi, Pepsi Max)**

**Lower Gulf & Sub-Sahara Africa markets (all brands)**

- Handled ATL & BTL campaigns of the account
- Led the launch of various in/out line extensions & sampling operations
- Led production of numerous TVCs, radio commercials, jingles & photo shoots
- Conducted research to better direct the communication needs of the client
- Handled brand strategies along with competitive analysis
- Ensured a smooth work flow & coordinated with multiple stakeholders including media & digital agencies

### **Achievements:**

- Managed the regional transition of Pepsi Cola Packaging for the MENA region in 2009
- Contributed to elevating Mountain Dew to the number one soft drink in Oman
- Managed the launch of Aquafina Sparkling in UAE

## **GOOD TO KNOW**

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### **Education:**

Bachelor's Degree in International Business Management | Notre Dame University | Zouk, Lebanon | 2003

### **Trainings & Courses:**

Coaching Skills for Managers – Turner – Dubai, 2016

Media Training – Electric Waves – London, 2016

The Art of Story Telling - Dubai, 2012

Project Management - Lebanon, 2011

IAA Digital conference - Lebanon, 2011

Presentation Skills & Public Speaking - Dubai, 2007

Impact BBDO Boot Camp - Cairo, 2005

### **Languages:**

Arabic: Mother Tongue

English: Proficient

French: Basic

### **Hobbies & Interests:**

Member in IBM & Nation State clubs at N.D.U.

Member in High School Basketball & Football Teams

Swimming, Camping, Basketball, Football, Outdoor activities, Music