

FATEN GHOUSSAINI

PERSONAL DETAILS

- Lebanese National
- Married
- Female
- Native Arabic Speaker and Fluent in English

PROFESSIONAL OBJECTIVE

Seeking a management position where I can effectively utilize my academic and practical experience in Public relations, management, communication and media .And to be able to learn and grow within the team bringing a load of commitment and dedication as an added value.

EDUCATION **Lebanese University**

2005 *Bachelor in Arts – Public Relations*

2004 *Bachelor in Arts – Advertising & Marketing*

EXPERIENCE

2014 to date **Pulsar Advertising & Communication ,Beirut**
Business Development/Activation Manager

Tasks

- Managing Existing Clients accounts in addition to expanding our clients list to include Ulker, P&G Egypt, FDC, Philip Morris International, Ferrero, Vincenti, Transmed, Antoine Massoud Establishment, etc...
- Approaching new potential markets for Pulsar.
- Managing the services we provide that cover 360 degrees service to the BTL industry from conceptual ideas, to creative marketing solutions through brand activations, design, production and execution.

2007-2014 Tania Production & Distribution Co., Beirut
Managing Director

Selected by the Board of Directors to develop business plans for several different departments..

Tasks

- To ensure company's success by defining goals and putting plans to achieve them.
- Create and manage long-term relationships with TV channels and International Supplier.
- Promote company's services to attract new clients.
- Manage the dubbing production line from A to Z
- Interview and hire employees for the better production of our services.
- Create marketing and sales strategies;
- Monitor employees and ensure that they are meeting the company's goals

Skills

- Having built years of experience in the field of public relations, and having maintained strong and professional relationship with suppliers, I was able to add more revenues to the company by attracting new clients. I have accumulated know-how in presenting projects and marketing services which made my professional task way easy.
- Having direct control over the line of dubbing production, the quality improved and guaranteed a solid reputation about the capacities of the company.
- Monitoring the employees and ensuring their qualitative output improved the image of the company and its punctuality in delivering services.

2004 - 2007 Tania Production & Distribution Co., Beirut
Production Manager

I was responsible for dubbing production services, controlling the process from start to end user. From finalizing the deal with the client (TV Channel or International Supplier) to delivering the goods and services respecting the time frame.

I was also able to handle urgent requests, with good organizational skills; I was able to meet any deadline, normal and urgent ones.

Knowing the tools of the business has allowed me to move up the ladder and become Managing Director of the same

company.

PROJECTS 2005 Organizing the **First Public Relations Conference**, Beirut.
2004 Organizing the **Third Media Festival**, Beirut.

Was a lead member in "Violence against Women", a **social media campaign** for the year 2003, includes:

- Interviewing important social figures;
 - An investigative report on violence cases across Lebanon;
- A published report in Al-Liwaa newspaper, on June 6th, 2003

Developed a complete Advertising Campaign, of the year 2004, for **ASSYLA**, as a senior project. Procedures include:

- Research;
- Creating, developing, producing and directing a televised TV spot;
- Media Planning

**AFIC 2008 Audiovisual Financing and Commercialization Seminar
Sorbonne University and INA**

A seminar open to young professional and graduate students from the MENA countries and territories.

It aims at providing participants with extensive knowledge of film and audiovisual financing, the principles of marketing and communication applied to this sector and the practicalities of distribution.

It embraces :

- Identifying and accessing public and private financing sources;
- Boosting the international activity of film and audiovisual companies;
- Enhancing project management and communication techniques, from the development to the release;
- Optimizing the legal practice and the negotiations involved in financing and commercialization of films and programmes.