

In a Glance

Accomplished Creative Services Director/PR Strategist/Business Dev. over the past 25 years having strong negotiation skills. Able to interpret client preferences and requirements into innovative marketing material solutions and major events settings. Ensures continuous customer satisfaction through conformation to any targeted budget & challenge.

Key Competencies

1. In contact with a wide network of resources locally and in the MENA region.
2. Experienced in a variety of production techniques: 3D printing, offset and digital printing, screen-printing.
3. Display stands on various material, Events Resources, Packaging Resources, Creative Resources...
4. Event management and organization and spatial design.
5. Working alongside with the creative team to conceptualize designs, based on latest production trends.
6. Built a solid and vast PR in the Mena Region from clients to various resources.
7. Having a solid knowledge on all digital and online channels.
8. Building Creative Business and cost-efficient solutions to diversified running brands and startups.
9. Art Direction and Corporate ID Creation and implementation.
10. TVC Production.
11. Event Management and implementation.
12. Worked on Social Media platforms using the right business, targeting tools and channels.

Professional Experience

Founder & Managing Partner, Smarthub, Beirut-Lebanon / 2018 – Present

Smarthub is a creative services company dedicated to providing an array of business solutions.

Our team of industry experts work in a state-of-the-art print and manufacturing facility to deliver reliable production results, based on individual needs.

We have combined our past experience with various resources from creative to production partners and way beyond...

Depending on clients' needs we allocate the best resources for each client and provide the best solution, outcome and quality possible.

Smarthub Services:

Advertising & Marketing / Corporate ID Design / Social Media & Digital Marketing / Mobile Applications / Event Management & Production / Spatial Design / Signage Production / Outdoor and Indoor Branding / 3D Printing / 3D Drawing, Design & Production / 3D Foam Props / Box Production / Silk Screen Printing / Digital Printing / Offset Printing / POS Display Stands / Acrylic Production / Packaging Production / Promotional Items / Strategic PR / Business Development.

Facebook link: <https://www.facebook.com/smarthubcs/>

Business Consultant – PR Strategist / Contractual / Libonsai, Beirut-Lebanon December 2018 – September 2019

Public Relations: Introducing and sharing diversified resources related to Investors / Schools and others.

Production: Researching and Introducing diversified resources

Procurement: Researching resources and bargaining with diversified Individuals and companies

Online activation: Setting up digital platforms and introducing the right solutions/tools (artwork/page layouts)

Design: Designing logo Monteverde / Organic brand under Libonsai

Film Production: Producing Manifesto movie.

Editing: Coordinating with editor to produce different formats.

Meetings assistance: Assisting to all meetings

Marketing: Pre-marketing plan and research Monteverde branding/packaging & target selling locations

Purchasing: Purchasing the right tools needs for the project at a minimal cost

Coordination: Coordinating with internal staff

Facebook link: <https://www.facebook.com/LibonsaiLB/>

Business Development Manager / Contractual, AmmenOnline mobile application, Beirut-Lebanon January 2019 – Present

Designing the Logo, identity and mobile application AmmenOnline

Allocating and bargaining at the lowest price possible with a Dev. Team to build the application.

Following up on the application building process and setting up meetings with the app Dev Team.

Building presentation pitch deck for investors.

Building a broker community to promote the app.

On ground sales and promotion for targeted audience and companies.

Collaborate with management to train employees as a community manager and Client servicing for the app.

Present a full online and creative strategy proposal to promote the app thru all the needed digital platforms.

Present a full offline activation and creative strategy proposal to promote the app thru all the needed digital platforms.

Business Development Manager, Shutterstock, Beirut-Lebanon / 2017 – 2018 (Part time job)

1. Introduced Shutterstock various platforms and agreement plans to Advertising agencies and Corporate Companies.
2. Did a private marketing and business training online with Shutterstock Mena region and New York.
3. Prepared a hit list of clients.
4. Handled Accounts on a daily basis.

Business Development Manager / Creative Content Manager & Managing Partner. SpotOn mobile app, Beirut-Lebanon 2017 – 2018 (Part time job)

SpotOn Mobile app serves the proximity advertising market which aims to represent the final connection between companies and consumers. The idea of Proximity, the physical location of a product with respect to the consumer, involves a new dimension previously, untapped given the limits of technology until recent years. Proximity Marketing uses cellular technology to send marketing messages to mobile-device users who are in close vicinity to a business.

- Brands are listed on the SpotOn platform, these brands will receive SpotOn beacons that will be deployed at the brands physical locations
- SpotOn mobile application, lists all brands subscribed to SpotOn platform and where users will choose their preferred brands to follow

- SpotOn Bluetooth beacons are the beacons assigned to each brand and are deployed at their physical location
- Users mobile phones will receive once in range of SpotOn Bluetooth beacons, notifications that are related to the brand in proximity

1. Introduced SpotOn Proximity Marketing platform to various retail businesses.
2. Handled all the accounts and building creative content for exclusive ads deployment.
3. Got reach with various private investors and investment firms.
4. Closed Deals and Agreements.
5. Installed over 170 beacon and launched the operations while fine tuning the technical part.
6. Built the business plan and presentation deck.

Regional Creative Services Manager / Event Manager, Drive Dentsu, Beirut-Lebanon / 2004 – 2017

This position involves a wide range of responsibilities, delivering original marketing material, displays and major events settings. The process involves working alongside the creative team to adapt design concepts responding to client set-budgets, tight deadlines and production trends. As well as coordinating between the client and supplier to ensure the outcome is to high quality standards and client's satisfaction.

Accounts handled:

Delonghi, UCA (Insurance company), Toyota/Lexus, UN-ESCWA, MCvitees, MoneyGram, GS, JTI, Saida Mall, Jammal Trust Bank (JTB), BLC Bank, Net Holding, Vim, Syriatel, Fidus (SGBL Private Banking), Harley Davidson, Ital Pizza, Maseratti, TinoI Paints and others.

Major Events managed (MENA region)

Harley Davidson, UAE

Ital Pizza, Lebanon

MoneyGram, Lebanon/Kuwait

Maseratti Levante, Lebanon

TinoI Paints, Lebanon

Jammal Trust Bank (JTB) -Lebanon

Production Related Awards

UCA bubble wrap outdoor campaign, Unipole Bronze Award, Pikasso, 2007

Delonghi invisible mold, 3-star commendation, Creative Link, 2013: <https://www.youtube.com/watch?v=BGkdgCUWV1w>

Production Manager/Studio Manager at Crayon Noir "Black Pencil" (Sister agency of H&C/Leo-Burnett) / 2000 - 2004

Accounts handled:

Alfa Romeo, Renault, Meker, Caporal & Moretti, George Hakim Jewelry, Bjork, Enoteca, Thomson, Frigidaire, Igena and others.

Print Production and Studio Officer, Mind the gap (Communication and design agency) Beirut, Lebanon / 1996 - 2000

Accounts handled:

Cyberia (ISP), Mitsulift, The Talkies, Naggiar, Charme D'Antan, Joseph Eid Magazine, Arab Image Foundation, Circus, Sogecap and others.

Academic Qualification

1996 L.U.C., Lebanon, Technical Computer Science and Business Management.

1995 L.U.C., Lebanon, Technical Computer Science and Business Management.

1994 Centre Belge, Lebanon, Technical Baccalaureate in Computer Science and Business Management.

Professional Skills

Computer skills: Microsoft office, Adobe Creative Suite (InDesign / Illustrator / Photoshop), MacOS and Microsoft Windows environments.

References

Available upon request.

Languages

Fluent in French, English and Arabic.