

MOHAMAD FARHAT

Marketing

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EXPERIENCE

Multi Media Specialist

BASMA.com

📅 09/2021 - Present 📍 Beirut

BASMA.com is a digital healthcare platform that offers convenient and affordable teeth-aligning treatment through its network of licensed partner clinics in the MENA region

- Planning Social Media strategies quarterly.
- Working with the cross-functional Marketing team on project execution.
- Create & edit all media files & formats Video & Photos.
- Researching and data collecting Regarding social media trends.
- Localising social media strategies to meet the audience's interests.
- Creating and editing Motion Graphics – 2D Animations and Info-graphics.
- Creating marketing strategies that increased by 50% in (Followers) growth and 65% in generating (Leads).

Video & Content Manager

Phonica Pictures International

📅 01/2021 - 10/2021 📍 Beirut

Phoenicia Pictures International acquires distribution rights for films and television series from independent producers or sales agents for its exclusive distribution network of partners in the Middle East.

- Transcode and prepare titles for translation.
- Researching and data collecting Regarding Products Topics.
- Create & Edit all Sort of media files (Videos, Photos, Posters).
- Using all Adobe software to edit and finalize the production and Content.
- Editing and Censoring movies, clips, and series to meet quality standards.

Marketing & Social Media Manager

Hamade Trading co

📅 01/2019 - 11/2020 📍 Beirut

Hamade Trading Co is the official distributor for many cosmetics Brands in Lebanon including big brands such as Genefill (Germany) and PBserum (Italy) in Lebanon.

- Planning all social media strategies monthly.
- Managing social media pages on the internet for both companies.
- Sustaining the upload consistency and quality.
- Researching and data collecting Regarding Products Topics.
- Using Adobe [Pr-Ps-Ae-IL] to edit and finalise the production of Content.

Second Cameraman

Phonica Pictures International

📅 01/2018 - 11/2019 📍 Beirut, Lebanon

In charge of the main camera in the shooting of a tv series (Marah Al Anza).

- Precise executing of the DOP's Shot-list and taking the ordered shots.
- Performing accurate Focus pulling and shifting.
- Assembling and dismantling all of the camera's build and accessories.
- Periodic maintenance of all camera (A)'s parts.

Creative Director & Editor

The Media Booth

📅 01/2015 - 12/2018 📍 Beirut

- Attending meetings and handling office Duties.
- Taking footage of both photo and video covering (events, news, and Activities).
- Using a variety of software through post-production in Editing and achieving data.
- Finalising projects and preparing them for production.

SKILLS

Adobe	Photography	LinkedIn
social media	Video Editing	SEO
Marketing	Copy writing	
Story Board	Team work	SEM
Graphic Design	Animation	
Motion graphics	Critical thinking	

EDUCATION

Bachelor / Cinema & Audio Visuals

Lebanese University

📅 01/2015 - 06/2019

High School

Al Najah - Kuwait

📅 01/2000 - 01/2015

TRAINING / COURSES

Screen Writing - The Master Class -Aaron Sorkin

Creative Writing - The Master Class - David Mamet

Leadership & Strategies - The Master Class - Bob Iger (CEO of Walt Disney)

LANGUAGES

English
Proficient



Arabic
Native

