



# HIBA ABOU HAIDAR

## BRAND MANAGER/ ARTIST MANAGER

### OBJECTIVE

Seeking a challenging position, growth & good opportunities.

### EXPERIENCE

#### WOKE - MIX FM & THE GARTEN

Brand Manager

(2019-Now)

Mix FM radio and The Garten club presents Woke. Woke is a Hip Hop/RNB/Pop brand that throws events every Wednesday at The Garten-Biel. The club is known worldwide and consists of 3000 people as capacity. My job was to create the brand, create marketing strategies and execute all aspects that the brand might requires from staff, entertainment to booking international acts, floor/venue operations and clients interaction/people skills. As well as maintaining all communications between the two companies and their management, marketing and finance departments.

#### MILLENNIA

Founder & Managing Partner

(2019-Now)

Millennia is a trance brand that throws huge events once or twice a year consisting of well-known international DJs and Producers like Armin Van Burren, Paul Van Dyke, Markus Schulz, Ruben De Ronde and Eddie Bitar. Such events were thrown in huge venues 3000 people as capacity.

#### 808

Founder & Managing Partner

(2018-2019)

808 is a strictly Hip Hop and RNB brand that throws events every Friday in Lebanon in huge venues, while also throwing concerts with international Rappers and Singer in the Middle East. Like 6LACK (Beirut- Dubai), Russ (Beirut – Dubai – Kuwait), Lady Leshurr (Beirut)...

#### BEIRUT RECORDS & ENT

Founder & General Manager

(2017- Now)

Beirut Records & Ent is a Record Label and Entertainment agency located in Beirut. This company mainly consists of booking and managing new local talents and working day and night in the studio with singers, musicians, rappers DJs and producers from all genres and languages mainly (Arabic- French-English) and genres from Rap, RNB, Soul, Jazz, Reggae, Dirty Blues, Trip Hop, Indie-Rock to Techno, House and psychedelic music.

### CONTACT

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Beirut, Lebanon

### EDUCATION



**NOTRE DAME DES APOTRES**  
Philosophy  
2001



**AUCE - AMERICAN UNIVERSITY  
OF CULTURE AND EDUCATION**  
Management  
2001

## **ARAB NOW**

Operations Manager

(2017))

Arab NOW is a digital company in the Middle east that consists of a live streaming application for artists. My job was to operate all aspects of the application, day to day scouting and auditions while supervising all shootings and interviews.

## **ADMINISTRATORS – MANAGEMENT CONSULTANCY**

Junior HR & Administrative assistant

(2017)

Administrators is a management consultancy company located in Beirut that manages different companies and branches in the F&B industry like K-Grill(Romania), Al Hallab all branches and more.. My job as junior HR was to interview staff, supervise marketing strategies and social media aspects while supervising all communications between staff and management.

## **SLANG**

Founder & Managing Partner

(2016)

SLANG is a Hip Hop/Rnb/Pop brand that throws huge events once a year in different venues throughout Beirut. My job as a founder and managing partner was to create the events from A to Z.

## **STREET SMART**

Founder & General Manager

(2016-2017))

Street Smart is an Artist Management agency and music production studio located in Beirut. This company mainly consists of booking and managing new local talents and working day and night in the studio with singers, musicians, rappers DJs and producers from all genres, in different languages.

## **L.I.P.S**

Model

(2016-2017))

L.I.P.S. Management - (Lebanese & International Production & Services sar). ISAQ (International Star Award for Quality) Gold Award Winner 2017, The Bizz Award Winner 2017, and The Majestic Falcon Award Winner 2017, is an event management company specialized in fashion, corporate and luxury events in Lebanon and the region, leader in fashion week management, in addition to being the founder of La Mode A Beyrouth (LMAB) network of franchise.

## **MINI STUDIO – MTV**

Dance Choreographer

(2016))

Mini Studio is a long-running Lebanese children's television show. The program is known for its fun and educational content, and creativity communicated through anchors, animation, short films, humor, and

cultural references. The series premiered on MTV in 1989 to positive reviews.

**THE TRIANGLE S.A.L**

Account Manager

(2016)

Triangle is a digital creative Boutique that builds brands, platforms, products, and experiences that help businesses succeed, by empowering their digital presence. We offer integrative marketing solutions based on insightful data to engage target end users, in addition to quantifying results through building brand journey while monetizing on investment.

**ÉCOLE SAINTE-LOUISE**

Dance Instructor

(2016)

Teaching in public or private schools, after-school programs, and private dance studios. Instructing their students in the basics of movement and the foundations of various styles of dance, such as ballet, modern, and jazz.

**WAVES AQUA PARK**

Certifies Lifeguard and Dance Instructor

(2015-2017)

Waves is the biggest Aqua Park in Lebanon and one of the biggest in the Middle East covering an area of 60,000 sqm with summer programs for kids and young adults.

**SKILLS**

