

# Juliana Ibrahim Salloum

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## PROFILE

Experienced in content management and negotiation, with demonstrated professional experience in the telecommunications industry. Proficient in legal writing, business development, communication strategies and market research.

## EXPERIENCE

### APLITV – CONTENT DEPARTMENT MANAGEMENT

May 2017 – Present

Jdeideh, Lebanon

#### **Department Management**

- Conducting interviews, recruitment and orientation of new employees for operations across Africa and the Middle East.
- Providing training and seminars to international Telco Communication teams in Africa [MTN, Nexttel, Orange...]
- Management and development of short & long term planning strategies and yearly program for upcoming IPTV services.

#### **Corporate Negotiation**

- Networking and negotiating with both local and international distributors/content providers [FranceTV; Alshana, EagleFilms, Lagardère, Fox Group, Turner etc...]
- Negotiating contracts and closing complex distribution agreements, maximizing profit margins.
- Building and maintaining strong, sustainable client relationships [MTN, Trace Group, Canal 2, Tv5 monde group...]
- Communicating progress of monthly/quarterly initiatives to internal and external stakeholders.
- Representing the business at workshops and international exhibitions [DISCOP, MIPCOM, MIPTV]
- Quarterly and early examination and re-evaluation of existing content and operational contracts.

#### **Business Development**

- IPTV service business development, yearly projections and forecasting for internal and external stakeholders.
- Brand Marketing [Yabadoo], promotion and branding of content and services.
- Market research, data collection and analysis.
- Deploying end-user pricing strategies, business models, and operational terms for services.
- Tracking and reporting key functional metrics to reduce expenses and improve efficiency and performance.
- Financial modeling, reporting, forecasting, and content budget management.
- Manage, develop and improve content management systems.

### MTM – LEGAL DEPARTMENT SUPERVISOR

Feb 2015 – May 2017

Hamra, Lebanon

- Set goals for deadline; monitored hearing calendars; distributed tasks and evaluated performances.
- Provided full training on lien filing in addition to filing new appeals and responding to claims.
- Collaborated and networked with attorneys in California assigned to hearings and the development of legal arguments, motions or settling options.
- Developed new case filing index system used as active archive for ongoing and completed cases.
- Researched resources to develop information on pending work injury claims to reach settlement.
- Gathered affidavits and other formal statements to be used as evidence in court, file exhibits, briefs, appeals and other legal documents.
- Drafted appeals against cases and responded to law offices correspondence.

## EDUCATION

### **MASTERS IN BUSINESS MANAGEMENT (MBA)**

Lebanese International University – Beirut, Lebanon

2018 – Present

## BACHELOR OF INTERIOR DESIGN (BA)

Lebanese International University – Beirut, Lebanon

2011 – 2014

## HIGH SCHOOL DIPLOMA IN LIFE SCIENCES

Notre Dame De la Delivrande – Araya, Lebanon

2010 – 2011

## TECHNICAL SKILLS

- Microsoft Office: Advanced - Last used: Currently
- Celtx, Movie Maker, Photoshop, Wondershare, Autocad, CMS.
- Rhetoric & Persuasion Course – A Grade
- Business Communication English – A Grade

2014

2014

## VOLUNTEER EXPERIENCE

### • FOODBLESSED

2015 – 2017

Pioneering national hunger-relief initiative led by a group of passionate volunteers driven by the need to reduce hunger in Lebanon.

### • BE THE CHANGE

2016 – Present

Team Focused on collecting donations; planning activities; designing events, supplying food/ clothes/ necessities to communities in need (orphans, elderly, low income families)

## LANGUAGES

- Fluent reading/writing English
- Fluent reading/writing French
- Fluent reading/writing Arabic (Mother-tongue)
- Good reading/writing German (A1 level – A+)

## REFERENCES

**Tony Asmar**; CEO of ApliTV; IPTV technology, management and information | t.asmar@apli.tv +961-70862681

**Gina Shim**; Manager at MTM; Medical Technology Management | Gina.shim@icloud.com +961-70850657

**Nadia Tabbara**; Writer for film/television and branded content | Managing Partner FADE IN: creative academy +961-71 931 722 | nadiatabbara@gmail.com