

Ricardo Sacalem Haidar

Brazilian / Lebanese

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Experience / Employment History

Multi-lingual: Fluent in English, French, Arabic and Portuguese.

**April 2015 –
Present :**

Project Manager

Family business
Lebanon, Georgia, USA

Company Industry: Real estate, hospitality

Job Role: Project manager

Working with the family across multiple countries handling projects in the real estate sector by searching for low priced properties, fix then flip them for a profit while maintaining some properties for rental profit purposes. I also opened 2 food related venues in two different countries which were met with great success.

**December 2012 –
February 2015 :**

Advertising Sales Manager

Rotana Media Group
KSA, Riyadh

Company Industry: Media services

Job Role: Rotana's radio advertising sales manager / account manager

Working on the supplier's side gives the employee a chance to experience many roles such as client servicing, sales, research, media planning, events, on-ground activations, competitions and media coverage. I was handling all the MBUs' existing clients by playing the above mentioned roles.

**November 2011 –
August 2012 :**

Account Executive

Wunderman
UAE, Dubai

Company Industry: Advertising agency

Job Role: Client servicing

Handling Online 80% / Offline 20% communication campaigns for Jaguar Land Rover across the MENA region.

**March 2011 –
July 2011:**

Trainee Account Executive

Push Ur Grafix
Zalka, Lebanon

Company Industry: Design agency

Job Role: Client servicing

Trainee for 4 months in the client servicing department, handling the existing clients while trying to locate and work with new potential ones.

**July 2010 –
August 2010:**

Account Executive (Internship)

GREY WORLDWIDE Group
Broumana, Lebanon

Company Industry: Advertising agency

Job Role: Client servicing

Trainee for 6 weeks in the client servicing department, creating and developing briefs, presentations, research and surveys for several accounts.

**March 2010 –
April 2010:**

Broker (Trainee)

Metlife Alico (American Life Insurance)
Beirut, Lebanon

Company Industry: Insurance

Job Role: Broker

Completed the full training of the company in order to become a broker.

**December 2008 –
July 2009:**

Assistant Manager

FCC Nokia

ABC mall Dbaye and Ashrafiye, Beirut, Lebanon

Company Industry: Telecommunications

Job Role: Sales

Company's representative as assistant sales manager in the main NOKIA stores at the malls mentioned above.

**May 2007 –
July 2007:**

Trainee Sales Coordinator

Digiwonder

Zouk Mikael, Lebanon

Company Industry: Computer/Hardware

Job Role: Client servicing

Trainee in the marketing department as a sales coordinator, PR (meeting clients, selling wholesale packages).

Certifications

[Full Advertising Campaign](#)

AAA –Advertising Agencies Association

[Tell it, Sell it, Sell it - A hands on certificate for presenting creatively](#)

Allsorts Habit Creation

[Tony Buzan, ThinkBuzan Mind Mapping Workshop](#)

Tony Buzan, Inventor of Mind Mapping

Education

August 2010:

Notre Dame University, Lebanon
BA in Advertising and Marketing

Advertising club (**NDU**) - Committee member as PR academic year
2008-2009

Volunteer

Lebanese Civil Defense / firefighter

March 2006- June 2008

Active member

Scout of Lebanon

1997 –Present

Hobbies:

Extreme sports

Traveling

Trekking

Snorkeling