A. Ahmad Arabi

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An open minded individual that's passionate about tech and heavily invested in the gaming industry. Because of the experiences gained throughout the years, and the connections made with developers, critics and players/testers, it resulted in a deep understanding of said industry.

EXPERIENCE

Groovy Antoid, Beirut Lebanon — *Marketing Manager*

April 2017 - April 2019

Worked with this game development studio to provide them with marketing aid from social media management, game design, video and animation production, graphic design, event management, as well as non-marketing specific aid like game design, SFX, music, QA, UX.

Libancall, Beirut Lebanon — *Graphic & Motion Designer*

November 2016 - May 2017

Originally intended to handle facebook and google ad campaigns, re-position to video editing, animation, graphic and motion design to greatly increase efficiency in the marketing department, as well as increase sales of products and services by ten folds.

XOB, Beirut Lebanon — *Marketing Manager & Web+App Designer*

April 2018 - PRESENT

Managing marketing activities from campaign planning, production picture and video promo material, social media management, market testing for their apps, UX management and design, designing websites and developing their front-end portion of it quickly with the using the most efficient and effective tools available to lower costs and increase revenue and profits.

Future Beta Gamer, Beirut Lebanon — *Founder / Editor in Chief*

June 2015 - May 2018

A gaming news website that was covering games in development. Various articles were written with a strong focus on SEO, ones ranging from normal news posts, blogs, opinion pieces, interviews with game developers, reviews and previews. The focus was to let the public know of alpha or beta tests and gather them to provide developers with enough players to conduct better tests.

SKILLS

Graphic and Motion Graphic design, as well as web and app design using Adobe tools.

Basic music and SFX production.

Rapid web and app prototyping (good for market testing and validation)

Basic 2D drawing and 3D modeling.

AWARDS

1st place Startup pitch winner at the Digital Future Day event that was held in Beirut Lebanon 2018 by The Friedrich Naumann Foundation

LANGUAGES

English, Arabic

Website / Page

https://stitch.games/al-sayed-ahmad-arabi

Freelancing, Beirut Lebanon — *Marketing & Game Design Consulting*

August 2017 - PRESENT

I've been aiding local game developers in Lebanon with their games (as well as one in Sweden) in terms of how they'd go about marketing their game and themselves / their studio, as well as an aid in their game's design from gameplay, level, control design and user experience. Accepting some short freelance gigs as an extra result.

PROJECTS

Stitch — *Game Testing Platform*

An online website that provides game developers with the tools needed to conduct QA/Play-tests with their target audience, that are incentivised to provide them with quality feedback and bug reports, as a result of the expectation of being rewarded with points that they can exchange for premium games on PC and console.

A prototype was tested with the market, and a beta release is expected in Q1 2020.

Aside from online tests, offline tests were conducted with local game developers / studios, in the form of play-tests events, calling for players in the area to come over and aid in play-testing games of local game developers, and being rewarded with premium games. As a result of the successful nature of these offline tests, we'll be planning on doing more of them in the future, as well as partnering up with event organizers who are doing the same thing in their area/country in the global market, to act as a co-host.

EDUCATION

BAU, Beirut Lebanon — *Bachelor's degree in Marketing*

January 2017 - May 2020

Al-Jameel School, Salmia Kuwait— *Highschool*

2010 - 2013