

JOEY BADR

CONTENT PRODUCER

CAREER BACKGROUND

A content producer with experience in television and online media. I am seeking an interesting learning experience that will provide me with an in-depth knowledge in the digital world. I am a creative and hard working person who is always eager to improve and grow as an individual, personally and professionally.

CAREER HIGHLIGHTS:

Junior Content Developer

ITV Studios Middle East (2019-2020)

- Write original content and develop new ideas that are aligned with the company's vision.
- Develop and deliver presentations to illustrate developed ideas and create project vision.
- Perform extensive research to backup developed ideas and ensure proper details

Marketing Officer Assistant

National Retailers Group (2019)

- Help with planning, preparing and managing marketing campaigns.
- Schedule marketing calendars.
- Perform extensive research to reach the right targeted audience
- Write marketing material for various platforms

Content Producer

Virgin Radio Lebanon (2018)

- Perform analysis of audience behavior on digital platform to determine most interesting content.
- Write articles for the company's public web site and create social media content
- Determine the best timing for sharing produced content.

CERTIFICATES & VOLUNTEERING

No Label NGO

This anti-bullying NGO allowed me to raise awareness around this topic at schools among students from all ages, teachers and parents, promoting a prejudice-free environment

"The Complete Digital Marketing Course" Certificate

Through this online course, I was able to develop my skills in digital marketing, and build a solid base in the field.

Model United Nations (MUN)

Intensive workshops trained me to become a true leader, applying the skills I learned in a simulation model of the United Nations conferences.

ACADEMIC BACKGROUND

Lebanese American University (LAU)

B.A in Television & Film - Class of 2019

- Graduated with Honors

College des Soeurs des Saints-Coeurs - Hadat

Life Sciences

- Lebanese Baccalaureate

SKILLS & INTERESTS

Languages: Excellent command of written and spoken English, Arabic and French. Basic knowledge of Spanish.

Interests: Online media, Films, Music, Theater and Dancing

Software: Microsoft Office, Avid and Premiere

Skills: Creative, team player, good communicator, researcher, flexible, adaptable, quick learner, solution and time-oriented

PERSONAL INFORMATION:

Date of birth: 19/01/1998

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