



ACADEMICS

LEBANESE UNIVERSITY, INSTITUTE OF FINE ARTS II
Forn El-Chebbak, Lebanon.

Oct.14 – Jun.16
**MASTERS DEGREE 2 IN VISUAL COMMUNICATION
& DESIGN THINKING**

Oct 2010 - Jun 2013
BA IN GRAPHIC DESIGN & MULTIMEDIA

DOB	25.01.93
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EXPERIENCE IN DIGITAL AND VR

Jul.19 - Jan.21
HEAD OF MARKETING
RobocomVR – Beirut Digital District, Lebanon

MARKETING PROJECTS

- o Contributed in creating the Robocommunity, a space to grow.
- o Created the Robo Marketing Bible; onsite, online, offline.
- o Uplifted the visual identity of the OC into an OC that glows.
- o Uplifted Branding kit, printable and digital formats, accordingly;
 - The iconic business card and digital letterhead
 - Presentation format
 - Livestream screens format
 - Accounting and HR paperwork formats
- o Unified all profile pics accordingly, including WhatsApp group icons, social media platforms icons, email profile pictures and signature etc.
- o Recreated the company profile accordingly.
- o Created the Robo Brand Box, fonts and color palette; concept and execution.
- o Set bases for social media overall visual.

BRANDING FOR GAMING PROJECTS EVENTS & VENUES

- o Transformers VR two events Brand kit and Sales kit visual direction and execution (collaboration with Hasbro).
- Prelaunch at GamesCon – Abu Dhabi,
- Launch at Gitex - Dubai.
- o Event and venues architectural plan graphics creation.

MULTIMEDIA PROJECTS

- o Management on ground for Twitch and YouTube Charity Live Stream #PrayForBeirut #PlayforBeirut.
- o Creation of web skeleton and media recreation from scratch.
- o GDD related documents visual creation for Tron (in collaboration with Disney) and Transformers VR (in collaboration with Hasbro).
- o Narrative creation and 4 characters’ backstory for new upcoming projects in Al-Qana, UAE.

EXPERIENCE IN PRINTING

Jan.18 – May.19
PREPRESS DEPARTMENT – SENIOR MARKETING DIRECTOR
Byblos Printing sal – El-Metn, Lebanon

MULTIMEDIA PROJECTS

- o Set a new marketing plan and social media strategy to restore the company's online presence.
- o Set guidelines for copyright and visuals; and redesigned the company’s ID branding kit for 2019.
- o Gained Knowledge of Prepress files preparation for molds, packaging, CMYK color combinations, pantones, etc. and the use of the latest printing software, techniques and effects.
- o Handled projects from concept to completion with conflicting deadlines – clients including; Godiva, Lebanese Army, NDU, Castania, Hilton, Grand Cinemas, Geahchan Group, Maliks, Mozart Chahine, DT etc.

EXPERIENCE IN MANAGEMENT

Jan.17 – Dec.17
PR and Marketing
Arab Open University – Badaro, Lebanon

EVENTS & SEMINARS COVERAGE

- o Coordination of online and interpersonal public relations related activities.
- o Event organization and management.
- o Publicity planning and marketing for public relations strategies, meetings and activities.
- o Marketing, developing and coordinating campaigns and strategies in line with the objectives, sales activities and budget.
- o Orienting promotional events, campaigns and publications.
- o Uplifting branding kit; calendars, annual magazine, digital and printable event visuals.

FREELANCE PROJECTS

MARKETING STRATEGY CREATION

HARMONY DERMA CLINIC - Beirut, Lebanon
Insights and case study on brand weak points and development of new plans accordingly. Shooting before/after beauty shots and informative interviews.

EXCLUSIVE MANAGEMENT - Beirut, Lebanon
Direction of all corporate visual related operations for 3ish privilege and Pinkode accounts and interfaces.

ANIMATION, VIDEO EDITING and PHOTOGRAPHY

LIFE BEAUTY CENTER - Beirut, Lebanon.

VIP CLINICS, DR. MOHAMED CHAMSINE –
Tartous/Ladkiya, Syria. - Tripoli, Lebanon.

STORYBOARDING and DIGITAL ILLUSTRATION

LIBRAIRIE DU LIBAN - Zouk Michael, Lebanon.
Storyboarding and digital illustration for school and university books - Oxford and Longman.

INTERNATIONAL NOVEL - to be released in India
Black and white celtic/gothic illustration rendering for all symbols, sheilds, drawings and maps etc.

PREVIOUS JOBS

CINEMACITY - Beirut, Lebanon
MALIKS- Beirut, Lebanon
GWT - Beirut, Lebanon
SOFTWARE PRIVATE TUTOR