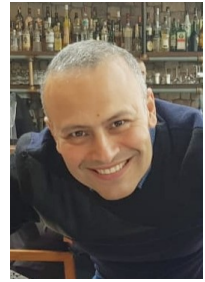


GEORGE I. RAAI



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Beirut, Lebanon

WORK EXPERIENCE



MEDIA PRODUCTION SERVICES - MPS **HEAD OF SALES AND MARKETING**

2008-

Manage the media representation for Grand Cinemas (5 sites) and Cinemall in Lebanon, Jordan, Kuwait and KSA for local clients. Managed 3 years Beirut Souks CinemaCity. Contributed in the Marketing plan and ensure feasibility. Coordinate with finance for proper collection, budgeting and expenses to maintain smooth flow of work. Perform high ROI v/s competitors in a short period. Conduct research, monitor and initiate action plans. Communicate with our partners for setting long-term mission and vision strategies. Ensure high level of communication among Advertising Agencies and Clients.



ROTANA MEDIA SERVICES - RMS **COMMERCIAL MANAGER**

2006 to 2008

Managed RMS office in Lebanon. Directed the Media Sales operation for Rotana TV Channels (7 channels). Coordinated to enhance and submitting new concepts and uplifted programs in management regional meetings. Set the Sales Strategies and work on annual deals and volume rebates. Prepare presentations. Recruited and trained executives; outline responsibilities and ensure loyalty and devotion. Prepared Sales, Marketing (ATL & BTL) and Distribution plan for Rotana magazine. Prepared the Business plan for the acquired Radio Rotana Delta. Worked with the production department for sponsors and product placement in Rotana Video clips. Assisted the Regional Director with several tasks for: Syria, Iraq and North Africa (Excluding Egypt).



CNBC ARABIYA **SALES MANAGER - LEVANT**

2003 –2006

Managed CNBC Arabiya Office based in Lebanon covering the Levant region (Lebanon, Jordan and Syria). Prepared the Office expenses as well Budgeting. Hired and trained people suitable for the Jobs required in all departments. Sponsored and participated in Local and Regional Exhibitions as well Conferences. Prepared and Executed the Media plan through Paid and Barter Campaigns (ATL and BTL). Coordinated and directed anchors for interviews with respective Businessmen and entrepreneurs. Proposed features in collaboration with the editor-in-chief to increase awareness and maintain strategic alliances with potential clients and advertisers.



AL KHALEEJIAH-MEDIA PARTNERS **ACCOUNT MANAGER**

1996 –2003

Represented the Media Sales for Ad Diyar and Al Anwar daily political newspaper. Worked with the management to launch Al Mustaqbal Newspaper. Define market share, profile and readership. Worked with sales team on Radio Delta, Radio Pax and Radio Voice of Lebanon. Represented Circuit Planete. Within 6 months period, Circuit Planete rated number One in advertising billings in its category (35 ads for certain films).

TRAINING SESSIONS AND CERTIFICATES

Capita – Recruitment and Consultancy - UAE
Sharm El Sheikh-Egypt

December 2007

Effective Team Building
(Awarded best performance)

Starcom Media Vest Group University
Dubai-UAE

June 2007

Media Planning & Buying-101

The Procter Consultancy - UK
Cairo-Egypt

November 2006

-Pitching the message
-Winning the Deal

EDUCATION

Saint Joseph College
Kornet Chehwane - Lebanon
Affiliated to the American College

T.S Business Accounting

1991 – 1994

SKILLS

English & Arabic
Fair Knowledge in French

Microsoft Office
Internet Application