

# Roy Samir Moussa

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**Nationality:** Lebanese  
**Marital Status:** Married

**Date of Birth:** 14/03/1982

## EDUCATION

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- 2001-2004      **Middle East University, Lebanon** – BS Multimedia and Graphics  
- Graduated with Distinction in major courses (2% of the university graduating class)  
- Specialized in Multimedia and Graphics
- 1986-2000      **St Georges School, Beirut** - Lebanese Baccalaureate in Math  
- Specialization in Mathematics

## PROFESSIONAL EXPERIENCE

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### May 2016 till present

- **Business Development Manager for ecstasy labs – Social Video Agency**
  - Dealing with direct clients, digital and creative agencies.
  - Helping the clients to deliver their messages to the audience through Social videos.
  - Responsible for all the departments (Animation, Live filming, Sales ...)
  - Setting new strategies and ideas to clients for a better reach.
  - Reporting to the owner

### October 2013 till April 2016

- **Commercial Director for Harmonies & Sucré Salé**
  - Leading a team of 4 persons
  - Handling Harmonies Magazine (The leading Architecture, Decoration & Design magazine)
  - Handling Harmonies GCC and Sucré Salé (International Cuisine)
  - Dealing with all the high end clients (Furniture, Decoration, Fashion, Cars, Banks ....)
  - Reporting to the owner

### September 2009 till September 2013

- **Commercial Director for Lebanon Opportunities, Lebanon**
  - Leading a team of 6 persons
  - Handling all the publications, Websites and business events : Bloomberg BusinessWeek , Lebanon Opportunities, Easy Banking , Easy Insurance, Project Monitor, Properties , [www.opportunities.com.lb](http://www.opportunities.com.lb), [www.properties.com.lb](http://www.properties.com.lb) , [www.businessnews.com.lb](http://www.businessnews.com.lb) , [www.jobs.com.lb](http://www.jobs.com.lb) , National Excellence Awards ( Banking , Industry , Real estate ) , Business Opportunities In Lebanon, Green Business Initiative
  - Responsible for all the marketing plans and advertising campaigns in Lebanon and GCC
  - Dealing with all the big clients and agencies
  - Setting a monthly and yearly target for the team

- Working on Lebanon and GCC markets
- Reporting to the Owner

## **June 2008 till July 2009**

### **- International Sales Manager for JCDecaux, Dubai (Leading advertising company in the world)**

- Leading a team of 12 Persons
- Handling all the Advertisements in Dubai Airport, KSA (after winning the pitch for 27 airports), Heathrow, New York, and Paris...
- Responsible for all the Advertising Mediums in Qatar
- Reporting to the Managing Director
- Achieving the yearly target in less than a month
- Winning lots of tenders in many countries
- Developing new international markets in the MENA

## **January 2007 till June 2008**

### **- Sales & Marketing Manager “Product Manager” for Arabian Business Group, (ITP) Dubai**

- Handling UAE, KSA, Qatar.. Markets
- Over Achievement in Sales and a new record for Arabian Business Magazine and for ITP
- Over achievement in Sales and a new record for Arabian Business Awards KSA
- Award winner for the Best Deal of the year between 15 Managers + Best relationship with clients of the year
- Leader for a team of 15 persons handling 6 big regional Magazines
- I made a very Huge Impact for Arabian Business in KSA when I organized the” Arabian Business Awards “ Under the Patronage of HRH Prince Sattam Bin Abdul Aziz and HRH Prince Waleed Bin Talal. More than 600 Big Investors and Royal Families attended this huge event + Full Media Coverage (Al Arabia, CNBC, Saudi TV, LBCI, NewTV, MBC...) and all the newspaper as well in KSA, UAE, and Lebanon.
- Organizing all the big events for the ITP Executive department

## **November 2005 – December 2006**

- **Senior Product executive for “ Gray Business Communications ” Dubai Office**
- Handling **GMR (Gulf Marketing Review) the number one marketing and advertising magazine in GCC** as well as media assistant for **“The Economist”, the biggest economic magazine in the world.**
  - Head of the sales team and responsible for all GCC markets.
  - Attended too many IN-COMPANY TRAINING PROGRAMMES by **“Spearhead training”**.
  - Participated in the **7<sup>th</sup> Annual Gulf Marketing Forum “Generation Next “(The Future of the Marketing in the Middle east)**
  - Dealing with all the Media Agencies in the region.
  - Planning the coverage of the sales area in the most effective and economic manner.

## **May 2005 – October 2005**

- Account Executive for an outdoor advertising company called “**Sign Plus**” **Dubai-UAE**
- Achieving more than 70 Accounts between **direct clients and Media agencies** in less than 6 months with an increase in profit

## **May 2004-April 2005: Support operations Paget Brown & Company (PAC) Beirut, Lebanon**

- Programming
- Repairing related technical problems (Hardware & Software)
- Creating Networks.

**Fall 2001-Fall 2004:** I worked at the Middle East University of Beirut as an assistant for the Dean of Student Affairs, Dr Michel Sidawi.

- Filing and guiding students in different directions and campus facilities.  
Provide volunteer lessons to students with learning difficulties
- Proctoring exams
- Directing and assisting newly enrolled students
- Representing Middle East University in career fairs.

## **August 2004:** Intensive training at **LBCI** (Lebanese Broadcast corporation), Lebanon

- I had the chance to have a rotated training. I worked in the Graphic and Multimedia department.
- Prepared web design of Star Academy subsidiary of pop idol in the USA.
- Proficiency in Flash Media

## **February 2003-January 2004:** Roadster Diner (Evening shift) Customer Service, Lebanon.

- My work in the restaurant has improved my communication skills and allowed me to understand better customer needs and to satisfy them.

## **Summer 2000** Sales Representative Rainbow Company, Lebanon.

- Door to door sales, it allowed me to enhance my selling skills and to pursue customers about the product.

## **SKILLS & INTERESTS**

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**Languages** : English (Fluent), Arabic (Native), French (Fluent)

**Computing** : Good knowledge of MS Office (Word, Excel, PowerPoint and SPSS), 3d Light Wave, Visual Basic, Visual C++, Adobe Photoshop, Macromedia Director, Macromedia Flash, Sound Editing (sound forge).

**Interests** : Electronics,  
**Travel** : Prague, France, Switzerland, Italy, Egypt, Bahrain, Jordan, Syria, UAE, KSA,  
Qatar...

**\* ANY SUPPORTIVE DOCUMENTS ARE AVAILABLE UPON REQUEST.**