

## ROUBINA ARSLANIAN

Beirut, Lebanon | +961 3 363187 | Roubina.arslanian@gmail.com

Creative project manager with over 10 years of experience in three different industries: film, events and digital services. Drawn to all creative and artistic fields, while nurturing the human aspect.

### PROFESSIONAL EXPERIENCE

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**MOODFIT** August 2018 - Present

#### **Content Strategist & Producer - Freelance**

*Moodfit is the first online interior design platform in the MENA region that offers a hassle-free home decorating service with carefully selected professional interior designers.*

- Developed a social media content strategy.
- Produced content – editorial and audiovisual - for social media channels and the website's blog.

**TOMKEEN** September 2018 - Present

#### **Branding Specialist - Freelance**

*TomKeen is a collaborative platform of highly skilled professionals eager to help your digital project, share their experience or advice on decisions.*

- Developed and delivered workshops about brand positioning, audience personas and brand naming.

**KEEWARD GROUP** May 2014 – April 2018

#### **Account Manager & Content Strategist**

*Keeward is a digital company that aims to create innovative ecosystems juxtaposing two verticals: Culture and Technology.*

- Implemented video production as part of Keeward's digital services and created a production process.
- Conceived and produced a big number of original videos for a number of clients in diverse sectors: music, fashion, books, and photography.
- Managed accounts and creative projects for clients in a wide range of industries: art, tech, cinema, books, fashion, and magazines.
- Developed content strategies - editorial and audiovisual - based on industry, target audience, and market insight.
- Hired & liaised between relevant talents and internal teams (designers, developers, videographers, journalists, community managers...) to respond to a client's brief.
- Managed LUMI, the Lebanese pop rock duo
- Delivered a lecture about content creation in Open Source.

#### Select Project Accomplishments:

**MOVIMENTA:**

[Movimenta.fr](http://Movimenta.fr)

- Managed teams in 3 different countries to have a successful communication campaign.
- Conducted trainings and workshops to teach the staff the rules of content creation, how to use the website's backend, creating personas and the thought process behind a good content calendar.

**35MM FROM BEIRUT:**

<http://35mmnews.com>

- Increased the audience to 13k followers and generated more conversion through a tailor-made editorial strategy.
- Created high-quality original content through industry news and customized interviews.
- Created a strategy to repurpose the content and monetize it.

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### UNIVERSITE SAINT-JOSEPH (USJ)

September 2013 – January 2016

#### Teacher

*Events Production is an introductory Masters course in the Events Management program that tackles all production steps/components from concept creation leading to the successful execution of an event.*

- Designed a curriculum from scratch.
- Invited professionals from the field to share their input about the work on the ground.

**JK58** July 2011 – December 2013

#### Senior Project Manager

*JK58 is a creative agency that specializes in live concerts, corporate and cultural events.*

- Managed the Beirut office.
- Produced large-scale concerts such as Guns N' Roses, Red Hot Chili Peppers, Byblos International Festival and Creamfields Beirut 2013 (event cancelled).
- Conceived and produced on-ground activations for brands like Oreo, Trident and Samsung.
- Producing French plays at Theatre Monnot and Théâtre Béryte.

### AL BALAD (FRENCH)

August 2011 – December 2011

#### Editor & Journalist

*Al Balad was a French speaking daily newspaper. It closed in December 2011.*

- Wrote and edited articles for the magazine/cultural pages.

**OUTBOX FILM FESTIVAL** January 2011 – June 2011

#### Organiser

*Outbox Film Festival was an open-air short film festival that took place on the Roman Baths stairs in downtown Beirut.*

- Selected competing films, coordinated with Lebanese universities to participate and supervised the works during the festival.

**FIREHORSE FILMS** August 2008 – July 2010

#### Producer

*Firehorse Films produced mini documentary series formatted specifically for the show's needs and aired on Future News.*

- Created and produced "episodes/stories" from start to ready-to-broadcast: researching & finding profiles, picking and briefing the director, preparing, shooting and post-production.

## EDUCATION

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**UNIVERSITE SAINT-JOSEPH (USJ)**

2010 - 2012

*Masters in Events Management – Thesis in progress*

**UNIVERSITE SAINT-JOSEPH (USJ)**

2002 - 2005

*BA in Audiovisual Studies*

## SKILLS & TOOLS

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- **Languages:** Fluent in Arabic, French, English, and Armenian.
  - **Tools:** Wordpress, Jira, Agile methodologies, UXpin.
  - **Skills:** Conception and production, Creative writing, Team building, Leadership, Public speaking, Communication.

## CERTIFICATIONS

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Digital marketing from ESA Business School.