



Profile

A passionate design manager with a solid visual communication & branding background now channeled into account management, with an ability to act as the perfect pivot between the client & studio. I draw on my experience to interpret clients' needs into clear briefs & translate my observations into audio-visual & written material.

Aim

To further develop on my knowledge base working with clients on challenging projects, sharpening their vision in the process, and aiding them in realizing their ambitions. I look to opportunities where I can utilize all my skills within a team of experts that will challenge and inspire me to innovate.

Professional Experience

April 2012 – present

Inpress Hakuodo | Dubai

Creative Strategist

iStyle/Apple Premium Reseller, Fujitsu General air conditioners

- Pursuit of potential revenue streams & client retention
- Creation of on-ground & on-line activation strategies
- Creation of branding & marketing strategies + pitch proposals
- Team leadership & the overseeing of the creative process

Account Manager

Panasonic PMMAF

- Coordination & overseeing of below the line activities
- Translation of client vision to creative proposals and briefs
- Submission of quotations & work breakdown schedules
- Activation of social media channels + SEO activities
- Development of social media strategies that focus on creating viral video content
- Employment of offline guerilla marketing strategies

October 2011 – March 2012

McCollins Media | Dubai

Account Manager

Gargash Enterprises/Mercedes Benz

- Creative briefing, conflict resolution, and client communications
- Development of quarterly strategies & social media apps
- Ideation, conceptualization & proofreading of campaign content and tactical material
- Coordination between the client, creative team, and production houses

Community Manager

Roads & Transport Authority

***Winner:** Best Social Media Campaign for a Government Body,
The Internet Awards Middle East 2012

- Maintaining an effective relationship with client & end users
- Building & maintaining relationships with online influencers
- Brand promotion through social media channels
- Social media trend analysis & policy development
- Development of a mature reporting system
- Organization of events & online marketing schemes
- Rapidly boosting the social media fan following

- 2010 **The Black Flame | Dubai/Toronto**
Design Manager
Panasonic, Spirit of Arabia, Muslim Heritage Consulting
- Design consulting & brand development
 - Development of online advertising campaigns
 - Management of creative & technical teams
- 2009 **BrandLounge Trout & Partners | Dubai**
Brand Designer
Hilton World Wide Resorts, Livin'Style, Qasr Al Sharq (part of The Waldorf Astoria Collection), Auchan
- Brand auditing & strategy development
 - Brand building, revamping, positioning, and activation
 - Conceptualization & design of pitch presentations
- 2008 **The Glenelg School | Abu Dhabi**
Design Manager
- Brand development & positioning
 - Production management
 - Taking part in a unique academic experience
- 2006–2007 **Locatel MEA-AP | Dubai**
Design Manager
Hilton World Wide Resorts, Movenpick Hotels, The Ritz Carlton, The Palace (The Oldtown, Dubai)
- Supervised interface designs & client relations
 - Worked exclusively with luxury brands
- 2005 **The Project Company | Dubai**
Layout Designer / Website Admin
www.projectdubai.com, Dubai Property Finder's Guide
- Management of online real estate portal
 - Design of accompanying publication
- 2003 **Young & Rubicam | Dubai**
Intern Designer / Visualizer
Citibank, Jaguar/Al Tayer Motors, Masafi, Axiom Telecom
- First-hand exposure to all departments within an award-winning agency & active involvement in the creative process

Academic History

2010 – 2011

Postgraduate Degree, Design Management
George Brown College of Design, Toronto, Canada

2000 – 2004

Bachelor of Science
American University of Sharjah, Sharjah UAE

Nationality

Lebanese

Relevant Skills

IT, Production & Languages

- Adobe Creative Suite & Microsoft Office
- Photography & lighting, calligraphy & production
- Fluent in English & Arabic + spoken French & German

Interests

Sports, music, technology, foreign cultures & adventure