

## Art Director - Music Content Manager

*Events & Client Management - Branding Creation - Project Management*

Highly creative, bilingual and multi-talented A YouTube Music Certificated Art Director & Content Manager with a proven track record of significantly increasing the marketing efforts of key clients in the areas of multimedia, marketing/advertising and overall brand recognition. Exceptional collaborative and interpersonal skills with the ability to examine and understand client needs and deliver products that exceed all original expectations. Passionate and inventive creator of innovative marketing strategies and campaigns that have developed an award winning portfolio. Accustomed to performing in deadline-driven, fast-paced environments with an emphasis on ensuring projects are completed on time, within budget and adhering to all strict client specifications.

### CORE COMPETENCIES

- Motion Graphics
- Photography/Videography
- Social Network Management
- Graphic Design
- Animation
- Event Management
- Web Layout Designing
- Video Editing
- Music Content Management

### PROFESSIONAL EXPERIENCE

#### Art Director and Music Content Manager at - Nay For Media Cairo, Egypt July 2010 - Present

- Consistently deliver high-quality, full-service multimedia design expertise including editing, colorizing, animating video promos, motion graphics and creating concerts visuals/countdown videos.
- Oversee and participate directly in all graphic design projects, typography, branding and corporate identity design, layout web designs and advanced photo editing.
- Design and revise brochures, ads, on-line banners and products of the on-line store, completing each project on time, within budget and adhering to all strict project requirements.
- Effectively manage multiple on-line priorities, serving as Website Administrator, posting and updating all new photos, news and events in addition to YouTube content management (CMS), overseeing the official channels of Amr Diab on YouTube.
- Expertly handle all mobile app maintenance, from ensuring continuous activity to updating to troubleshooting and repairing performance issues, when necessary.
- Content Protection Operations Manager;
  - (1) Manage 24/7 on-line infringement detection and monitoring & take-down operations team.
  - (2) Search engine notice operations, such as Google and Bing.
  - (3) App stores (iTunes, Google Play, etc).
- YouTube content management (CMS) managing official channels of Amr Diab on YouTube, Upload, Organize, Marketing, Claiming.
- Social network management, Managing social network of Amr Diab, the best selling middle eastern artist, I made new rules of how to make successful professional posts followed now by most of middle east musicians social networks including:
  - (1) Daily engagement with Facebook, Google+, Instagram, etc.
  - (2) Managing reports and analysis.
  - (3) Social media Marketing.
- Website administrator, post and update all the new photos, news and events.
- Administrate mobile apps, keep it updated and active.
- Oversee and implement collection and distribution of all music assets with all digital platforms such as: iTunes, Spotify and Anghami

## Digital Design ME - Alexandria, Egypt 2009 - 2010

### Multimedia Designer

- Designed and edited complex and engaging video presentations, promos and short movies for ministries in KSA and for various other government organizations.
- Created full advertising campaigns using Photoshop, Illustrator.

## i - Touch Advertising Solutions - Alexandria, Egypt 2008 - 2009

### Graphic Designer

- Created full advertising campaigns for numerous companies.

### Additional Experience

**The United Company, Suez, Egypt: 2005 – 2007, Human Resources Assistant**

**Freelance Graphic Designer: 2002 -2005**

## EDUCATION

**Arab Academy for Science, Technology and Maritime Transport,**

**Alexandria: 2007 - 2008** *Diploma, Multimedia Production*

**Alexandria University: 2003 - 2007**

*Bachelor's Degree, Social Work*

**Abbas Helmy Boys High School, Alexandria: 1999 - 2002**

### Additional Training

**Final Cut Pro Course, Cairo : 2012**

**YouTube Music Certification, Dubai 2019**

## ADDITIONAL CREDENTIALS

### TECHNICAL SKILLS

**Processes:** Motion Graphics, Multimedia, Videography/Video Editing/Production, Graphic Design, Animation, Web Design, Photography, Social Media Networking/Marketing, Media Production, Event Planning/Management, Google Analytics, Google Adwords, Google+, Facebook Marketing, Custom Facebook Pages, Facebook Fan Page Creating/Strategies.

**Computer Skills:** After Effects, Photoshop, Premiere, Adobe Creative Suite, Final Cut Pro, Flash, Microsoft Office (Word, Excel), Mac OS, Windows, cPanel.

### PORTFOLIO

<http://raafat.me>

### AWARDS

**YouTube Gold Play Button: 2015**

**YouTube Silver Play Button: 2012**

My work with Amr Diab's official YouTube channel resulted in a significant jump to 100,000 subscribers in less than three months, and with start of 2015 reached 1,000,000 subscribers to be the 1<sup>st</sup> YouTube channel of middle eastern artist to reach this achievement.

### LANGUAGES

English (Professional working proficiency)

Arabic (Native)

### VOLUNTEERISM

**Alexandria University, Egypt : 2003 - 2007**

Provided much-needed assistance to orphaned children in many locations throughout Alexandria.

### INTERESTS

Technology, Traveling, Computer, Digital Design.

***References Available Upon Request***