

SENIOR MULTIMEDIA DESIGNER - DIGITAL PHOTOGRAPHY - EVENT PLANNER

Client Management - Branding Creation - Project Management

Highly creative, bilingual and multitalented Senior Multimedia Designer 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

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|-----------------------------|--------------------|------------------------|
| ▪ Motion Graphics | ▪ Graphic Design | ▪ Web Layout Designing |
| ▪ Photography/Videography | ▪ Animation | ▪ Video Editing |
| ▪ Social Network Management | ▪ Event Management | ▪ Entrepreneurial |

PROFESSIONAL EXPERIENCE

Senior Multimedia Designer and Global Content Protection Operations 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, online banners and products of the online store, completing each project on time, within budget and adhering to all strict project requirements.
- Effectively manage multiple online 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.

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

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

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS	<p>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.</p> <p>Computer Skills: After Effects, Photoshop, Premiere, Adobe Creative Suite, Final Cut Pro, Flash, Microsoft Office (Word, Excel), Mac OS, Windows, cPanel.</p>
PORTFOLIO	<p>http://raafat.me</p>
AWARDS	<p>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 within few weeks will reach 1,000,000 subscribers</p>
LANGUAGES	<p>English (Professional working proficiency) Arabic (Native)</p>
VOLUNTEERISM	<p>Alexandria University, Egypt : 2003 - 2007 Provided much-needed assistance to orphaned children in many locations throughout Alexandria.</p>
INTERESTS	<p>Technology, Traveling, Computer, Digital Design.</p>

References Available Upon Request

