

Majed Dagher (Marketing Manager)

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OBJECTIVE

- Get a marketing job in creative planning and strategic advertising.

PROFILE

- More than 10 years of experience in managing creative teams and advertising campaigns.
- 6 years of experience in photography.
- Innovative and detail-oriented professional with an advanced understanding of cross-platform campaign creation, graphic design techniques, project management, brand, and product planning.
- Interpersonal communication, patient, open-minded, and strong adaptability skills.
- Languages: English (fluent), French (fluent), Arabic (fluent).
- Technical skills: Adobe Creative Suite (Photoshop, Illustrator, Lightroom, InDesign, XD, Premiere, Rush), Microsoft Office (Word, Excel, PowerPoint, Outlook), Final Cut.

PROFESSIONAL EXPERIENCE

Marketing Manager/Business developer (Middle East)

2022-Present

Allied Scientific Pro, Canada

- Planning and managing all social media platforms. Creating content and executing.
- Managing brand image and positioning - below and above the line brand identity and visibility including websites.
- Designing and executing communication content. Creative concepts, photography, and implementation.
- Marketing budget planning. Managing Publications, trade shows and conferences.
- Collaborate with and direct video editors to create video products.
- Communicating, contacting, and meeting new potential clients across the middle east.

Creative Consultant

2021

Embassy of Canada, Turkey

- Regular communication with the Embassy's team to meet their expectations based on their strategic objectives.
- Advise the Embassy's team on their communication plan, in collaboration with various external partners.
- Production (from content creation to realization) of video documentaries for various projects.
- Recruit and collaborate with graphic designers and video editors to create video products.

Creative Director

2017-2018

Breakthrough, UK

- Develop innovative marketing strategies for the 2018 Iraqi National Election to raise awareness and interest in the campaign.
- Implement marketing materials for the election.
- Design and implement communication strategies and manage teams of designers, art directors, and writers.

Creative Director

2017

In2-Communications, Turkey

- Manage designers, art directors, video editors and social network managers, and train various international employees.
- Launch a political radio station.

Creative Director & Operations Manager

2012-2015

Creative officer

2010-2012

Rizk Advertising & Havas MEA, Sudan, and Afghanistan

- Main clients: for JTI (Japan Tobacco International) | LG | Samsung clients.
- Manage a team of 15 people on advertising campaigns and communicate on the status of projects with the senior management team at the company's headquarters.
- Collaborate with multiple departments and clients.
- Manage and monitor the entire creative process, oversee all aspects of the projects, monitor progress in collaboration with the company's accounting staff.
- Manage office costs and expenses and develop accounting forecasts.

Creative Director **2005-2010**
 JWT Jeddah & Riyad, Saudi Arabia
 ➤ Main Clients: STC (Saudi telecom company), SABB (Saudi Arabia British Bank), Unilever, MBC1 (TV Station).

ADDITIONAL PROFESSIONAL EXPERIENCE

Creative Director/Photographer **2016-2021**
 Free-lance, multiple countries

Interpreter **2016-2021**
 International Organization for Migration (IOM), Turkey

EDUCATION

Masters' Degree in Fine Art and Advertising (Selected Coursework) **2016**
 University of San Francisco (Academy of Art), United States
 Ongoing assessment by World Education.

Bachelor of Arts in Graphic Design **2005**
 Business & Computer University College, Liban
 Ongoing assessment by World Education.

ADDITIONAL TRAINING

Certificate "Social media management and advertising campaigns" **Ongoing**
 Algonquin College (online course)), Canada

Certificate "I Know Gender Course" **2019**
(Introduction to Gender Equality for UN Staff)
 International Organisation for Migration (IOM), Turkey

VOLUNTEERING

Film Director - Producer - Event organizer **2019**
 Freelance Turkey
 Produced and directed a video documentary about stray dogs in Turkey. Organized an event to showcase the film to a group of international animal activists.

Interpreter
 Ottawa Community Immigration Services Organization (OCISO), Canada

HOBBIES

Diving ("Dive Master" certified)
 Sports (basketball, snowboarding, biking, hiking, bodybuilding)