



Romy Raad

Achrafieh, Beirut
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EDUCATION:

- ***Lebanese American University (LAU), Byblos*** ***September 2004 – June 2008***
(BA) Communication Arts (Radio/TV/Film)
- ***Notre Dame Université (NDU), Louaize*** ***September 2003 – June 2004***
Freshman year - (BA) School of Business
- ***The International School of Choueifat (SABIS), Sharjah & Dubai*** ***September 1991 – June 2003***
High school diploma

WORK EXPERIENCE/INTERNSHIP:

Lucid Post SAL – Post Production, Beirut ***March 1st 2017 – June 21st 2018***
Assistant Post Producer for TVCs

Assisting Senior Producers and Clients by starting and completing jobs to manage and meet their tight deadlines
Responsible for receiving briefs by email and finalizing all tvc jobs in the company
Preparing quotations and booking artists internally and by outsourcing
Organizing, planning & updating daily duties to enhance productivity within the team
Worked on jobs for Coca Cola, Pepsi, Beirut Beer, Cadillac, Volkswagen, Centrepont, Dubizzle, Galaxy, Pizza Hut, Lux, Johnsons, One Touch, Nestle, Nokia, Alfa, Medco, Gandour Tarboush, Aquafina, Byblos Bank, Goody, Talabat, Magrabi, Suncola, Doritos, Mike Massy Music Video, Saudia Airlines Music Video and many more

Serena Digital ME – Post Production, Dubai ***April 4th 2016 – February 8th 2017***
Trafficking/Planning

Co-ordinating between the Production Team & Clients to meet deadlines of TVC airing material in order to deliver final material as requested by Media Agencies through Media Request Forms
Preparing quotes for airing material
Responsible for delivering and securing material to TV Stations through Adstream's Platform
Organizing and planning daily duties to enhance productivity within the team

- Following up with artists and their schedules
- In charge of receiving, labelling and storing hard disks in the company's library to maintain clients assets
- Performing inventory checks of tapes and hard disks
- Liaising with Traffic department to ensure material is prepared in the correct formats requested by Producers/Clients
- Updating status sheet during status meeting once a week
- Following up deliveries with driver
- Booking sessions on ScheduALL
- Following up with local and overseas audio studios for sound assets
- Learning how to quote briefs with Producers to become a Junior Producer
- Assisting Producers with starting and completing jobs for P&G products such as Head & Shoulders, Pampers, Ariel and many other clients

Capital D, Dubai

Freelance Assistant Producer

February 2016 – March 2016

Ororas s.a.r.l, Beirut

Decorative Accessories - Wholesale & Retail
Marketing Director

October 2010 – January 2016

- Acquired a thorough knowledge of the products information, marketing initiatives, market research techniques & brand strategy
- In charge of the social media channels & content
- Following up the photo-shoots of the products displayed on the website & made sure they were always up-to-date and monitored on the CMS system
- Directed the development of the strategic planning & market research; trained others to sell, and developed the process to existing and prospective clients locally and regionally
- Personally selling the products and ensured appropriate follow-up with clientele
- Identified internal/external resources to address opportunity
- Built and supported a strong and strategically focused client database
- Exhibited thorough knowledge of the company's policies and procedures
- Launched the retail section of the company by participating in two major exhibitions in Beirut during the summer of 2015 at The Garden Show & Spring Festival and at The Mzaar Summer Festival
- Attended and purchased products from China's Canton Fair 108th-117th held in Guangzhou
- Attended Germany's Ambiente Exhibition 2011 held in Frankfurt
- Attended China's Asia World Expo & House Fair 2012 in Hong Kong

Scratch Production, Beirut

Freelance TV Editor

(One week) July 2010

Studio Vision/MTV, Beirut

T.V Editor

December 2008 – May 2010

- Mtv** edited Reports for Tehkik
- Mtv** edited reports for Ana Kamen
- Mtv** edited reports for Akid Fina
- Mtv** edited Episodes for Log In
- Mtv** edited Reports for Score
- Mtv** edited an Episode for Preview
- Mtv** edited Reports on SLCHI
- Hurra T.V** edited reports for Hurra Dailies news & cultural program
- Rotana** edited Reports & Episodes for Akher Akhbar program

iMagic, Beirut
Internship as Assistant Cast Supervisor

(Two weeks) August 2008

New Look Production, Beirut
Freelance TV Editor

(Five days) July 2008

Leo Burnett, Dubai
Internship in the TV Production department as Production Assistant

October – December 2006

Rahbani Productions, Dubai
Internship as a Production Assistant

August – September 2006

Volunteer Order of Malta, Beirut
Travelled to Lourdes, France and participated in the service

(5 Days) May 2015

Dubai International Women's Club (DIWC)
Modelling for the Lebanese Children's fund

1999 – 2003

- Aline Saad
- Ayush
- Giorgio Armani
- Givenchy

ADDITIONAL SKILLS:

- Fluent in English, Good in Arabic and French
- Good working knowledge in Microsoft Office and Photoshop
- Avid Media Composer, A/B roll & Pro -Tools editing

HOBBIES

- Ballroom & Latin dancing, Swimming, Basketball, Hiking, Reading, Singing, Squash, Skiing & Tennis

PERSONAL DETAILS:

Date of Birth: 15 June 1985
References: Available on request

Nationality: Lebanese