

ART DIRECTOR

EDUCATION

EXPERIENCE

TECHNICAL PROFICIENCY

DESIGN PROFICIENCY

Samar Bou Ghanem

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2018

- Digital Marketing Course Certificate
(February 2018 - Beirut, Lebanon)

2014

- Graduate of the university of Balamand -
ALBA, Bachelors degree in Art Direction in
Advertising. (Licence en Art Graphique et
Publicité).

2011

- Graduate High School from "La Charité des
soeurs de Besançon" in Litterature and
Humanities.

- Elected class President for the following
years:

2008-2009 | 2009-2010 | 2010-2011

Present

- Freelance Art Director | Social Media Content Strategist
- Art Director at **Ralph Hneine Boutique Photography**

2016 - 18

- Art Director at **MillionK Marketing & Advertising
Agency** (October 2016 - July 2018)

2015 - 16

- Senior Designer at **AIM Creative Agency**
(September 2015 - September 2016)

2014 - 15

- Internship: **Leo Burnett Beirut** - Advertising Agency.
(January - February 2015)

- Junior Art Director (Freelancer) at **Republique MENA**
(December 2014 | March - August 2015)

2013

- Internship: **FP7 (Fortune Promoseven)** - Advertising
Agency.
(July 2013)

- Arts and crafts teacher at **ACT - Advanced Creative
Teaching** Center.

- Organizer and participator in "Le Petit Bazaar" in
Hamra - Beirut - Lebanon at the Glass Hall

Platforms: Mac OSX and Windows.

Applications:

- Adobe Photoshop, Illustrator, InDesign,
Lightroom CC.
- Microsoft Office.

Languages: Written and spoken fluently:
Arabic, English and French.

- Ad concept and design.
- Social media and content strategy.
- Branding and identity design.
- Packaging design.
- Publication design.
- Photography and retouching.
- Copywriting.