

# BRAHIM BASBOUS

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Age 30 – Paris, France

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<i>Education</i>	<b>INSEEC – Paris</b> 2009 – 2011 <b>MA - Management, Production and Promotion of Audiovisual Medias</b> Appointed as team leader on the final year project (a short film).
	<b>Saint Joseph University – Beirut</b> 2002 – 2005 <b>BA - Advertising and Sales</b> Selected to enroll Ogilvy & Mather's Post-Graduate Program.
<i>Experience</i>	<b>Drones Interactive</b> July 2012–Present <b>International Business Development</b> Drones Interactive is an experience design agency. Merging technological innovation with unparalleled talent and resources, we offer marketers, brands, developers, real-estate agencies, architects and designers, an interactive virtual showcase of any brand, design or architectural project in real time, brought to them on tablets, smartphones, personal computers, touchscreen displays, immersive domes or any contemporary multimedia platform.
	<b>Cristal Festival - Paris</b> Apr. 2011–Oct. 2012 <b>Communication and Development Manager</b> <b>Clients :</b> Advertising, media and production agencies from: WPP, Omnicom, Publicis, Havas, Interpublic, Dentsu and other independent agencies.. <b>Missions :</b> developing corporate events and awards festivals. Direct relation with the agency heads. Multiple travels to negotiate diverse partnerships. Participation in key industry events: Cannes Lions, Microsoft, WPP, and other.
	<b>Ogilvy &amp; Mather – Dubai</b> 2006 – 2009 <b>Account Executive (2006-2007), Account Manager (2007-2009)</b> <b>Clients :</b> Worked for 4 major global clients; GlaxoSmithKline, Kraft Foods, Unilever, Lenovo, and 4 regional clients; Volvo Cars, Chili's, MBC Group (TV channels), DIFC (Dubai International Finance Center). <b>Achievements:</b> - Nominated for a Cannes Cyber Lion and won a merit at The One Show New York; - Worked on new product launches for major brands; - Worked on the adaptation of Dove's "Campaign For Real Beauty" to the MENA region; - Won important new clients;
	<b>Aparté - Paris</b> Aug – Sept. 2010 <b>Assistant Production Manager (Internship)</b> <b>Clients :</b> Gaumont, Warner Bros, Pathé, Europa Corp, Mars Films. Managed the workflow between the editors, sound engineers and graphic artists.
	<b>Starcom Mediavest – Beirut</b> Sept . – Oct. 2005 <b>Assistant Media Planner (Internship)</b> Worked on forecasts for the TV media plan for Group Bel.
	<b>Grey Worldwide – Beirut</b> July – Sept. 2004 <b>Junior Account Executive (Internship)</b> Worked on a quantitative marketing research for a new deodorant brand.
<i>Languages</i>	Fluent: English, French, Arabic
<i>Interests</i>	Advertising, Digital, Public and Corporate Relations, Event Management, Networking