

Majed Dagher

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OBJECTIVE

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

PROFILE

- More than 15 years of experience in managing creative teams and advertising campaigns.
- 10 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/Photographer

2022

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.

Official photographer

2018-2019

Jazz Festival, Turkey

- Covering the shooting of the 4 days jazz festival in Ankara.
- Photos color correction and retouching.
- Delivering high and medium resolution professional ready to print and publish photos.

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.

Official photographer **2017**

International bowling tournament

- Covering the shooting of the 3 days international bowling tournament in Ankara.
- Photos color correction and retouching.
- Delivering high and medium resolution professional ready to print and publish photos.

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.

Art Director **2005-2010**

JWT Jeddah & Riyadh, Saudi Arabia

- Main Clients: STC (Saudi telecom company), SABB (Saudi Arabia British Bank), Unilever, MBC1 (TV Station).

ADDITIONAL PROFESSIONAL EXPERIENCE

Creative Director/Photographer **2016-Present**

Free-lance, multiple countries.

In my versatile photography career, I have successfully curated and held a unique photo exhibition in Turkey focusing on wildlife photography, showcasing the striking beauty and raw emotion found in the natural world. This hands-on experience was complemented by my involvement in numerous wedding photography and events photography assignments, where my skills in capturing the delicate, significant moments shone through. I have also excelled in creating family portraits and video documentary photography, always ensuring my work portrays my subjects' unique narratives and personalities. As a testament to my range, I hold a coveted National Geographic Underwater Photography License, enabling me to venture into unexplored depths and capture the unparalleled spectacle of marine life. This broad spectrum of experiences speaks volumes about my adaptability, technical proficiency, and creative instinct in diverse photography domains.

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

Assessed and approved by the world education services Canada.

Bachelor of Arts in Graphic Design **2005**

Business & Computer University College, Lebanon

Assessed and approved by the educational records evaluation service USA.

ADDITIONAL TRAINING

Certificate “Social media management and advertising campaigns”

Algonquin College (online course)), Canada

Ongoing

Certificate “I Know Gender Course”

(Introduction to Gender Equality for UN Staff)

International Organisation for Migration (IOM), Turkey

2019

VOLUNTEERING

Film Director - Producer - Event organizer

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.

2019

Interpreter

Ottawa Community Immigration Services Organization (OCISO)., Canada

HOBBIES

Diving (“Dive Master” certified)

Sports (basketball, snowboarding, biking, hiking, bodybuilding)