

Ralph Bachir

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Experience

Digital Creative SAATCHI & SAATCHI

NEW YORK, NY | OCT 2015 - PRESENT

Ideated, developed and executed design banners for the digital creative team while working under pressure and meeting deadlines. Collaborated closely with the creative director in London to maximize idea generation and insure best practice. Brands I worked for include Chase, HSBC, Pampers, Cheerios, Head & Shoulders and Yoplait.

Digital Designer MTV NETWORKS

NEW YORK, NY | APR 2014 - SEP 2015

Concepted and designed a variety of digital projects for MTV's shows-team, the channel's social team and the MTV2 family in line with real-time marketing tentpoles and show launches. Projects include home pages, product pages, digital banners and social media posts that generated buzz, increased fan engagement and led to organic shares.

Account Executive LEO BURNETT

BEIRUT, LEBANON | JAN 2012 - JUN 2012

Worked closely with the Diageo account team on a wide array of tactical and conceptual campaigns for Johnnie Walker, Kettle One, Veuve Cliquot and Smirnoff. Wrote and designed a creative brief for NUVO that won internal recognition for its creativity and avant-gardisme.

Assistant Brand Manager L'OREAL LUXE

BEIRUT, LEBANON | DEC 2010 - MAY 2011

Assisted the Regional Brand Manager on a number of product launches, competitive reviews and marketing campaigns for YSL, Lacôme and Diesel. Conducted a market visit report for two weeks and wrote a highly-acclaimed report for the regional CEO.

Summer Intern MISCELLANEOUS

BEIRUT, LEBANON | SUMMER 2009

Conducted three different internships from June throughout August of one month each in the marketing division of Mercedes-Benz and in client servicing at Young & Rubicam and Saatchi & Saatchi respectively.

Education

Shillington

NEW YORK, NY | 2013 - 2014

Sydney-based digital design & front-end development coding school. Graduated with two certificates.

American University of Beirut

BEIRUT, LEBANON | 2007 - 2010

Graduated with a Bachelor in Business Administration with Honors. Got Graded 100/100 on the Advertising course.

Skills

Languages

Fluent in French, English & Arabic
Proficient in German

Technical

Adobe Creative Suite: InDesign, Edge
Animate, Illustrator & Photoshop
Google WD & some HTML5 / CSS

Project Management

Coordinated & branded the global YouStink environmental protests with unified messaging for all pages across Facebook. 10K+ views.

Supplementare

Recognition

Featured in DigitalArts UK, April 2015
Featured in AppServed, April 2014

Research

Conducted a research & designed a deck about Native Advertising for MTV.

Family Business

Know the ins-and-outs of the 80 year-old ice cream business established in 1936 by my grandparents.