



# Iskandar Abdallah

MSc Arts and Creative industries Management.  
Specialized in Events

Paris, France

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## Languages

French (Fluent)

English (Fluent)

Arabic (Native)

## About

Experienced Freelancer with a demonstrated history of working in the Events industry.

Skilled in, Project Management, Brand Strategy, Media and Communications, Conceptual Design, Art Direction, and Event Management.

Bachelor of Architecture - BArch focused in Architecture from Lebanese American University. Follow the link below to my visual portfolio on Behance.

Msc in Arts and Creative industries Management - Kedge Business School - Paris

### BRANDS WORKED WITH

Albec Bunsen

Baraka

Beirut Animated

École normale supérieure Paris-Saclay

Feedasoul Records

Fête de la Musique, Beyrouth

Flugen Music

Karnaval Media Group

Mind Hub Lebanon

Mise En Abyme

Omnicom Media Group (Mena)

Omran

Tafla, Bed and Breakfast

## Experience

### ● Lead Animator

Baraka | Jan 2021 - Aug 2022

baraka is an investment app for millennial investors across the middle east. It empowers people to become confident investors by providing educational content, digestible market news and in-depth stock analysis. My duties: 2D and 3D animations Graphic design, typography animation stop motion Lotties animations of the app and website.

### ● Art Director

Omnicom Media Group (Mena) | Jan 2020 - Jan 2021

My Duties:

- Animation, Graphic Design
- Creation of editorial content for Majid Al-Futtaim, Nivea, ADM, and Nakheel.
- Creation of fashion, food and entertainment campaigns

### ● Communications Manager

Beirut Animated | Sep 2019 - Nov 2019

Beirut Animated is an animation film festival organized once every two years by The Metropolis Association. The festival aims at promoting animation in Lebanon by showcasing International, Arab and Lebanese animation productions. Moreover, the festival seeks to become a platform where professionals from Lebanon, the Arab region and the World can meet, exchange and discuss animation, its production and development. My Communications Manager duties were: Researching and compiling animation-related content Communication Strategy and implementation PR and Sponsor acquisition. Creating content for social media platforms Community engagement Implementing design templates for posts

### ● Media And Communications Manager

Omran | May 2019 - Sep 2019

OMRAN'19 is the first edition of an architectural forum organized by the Collective for Architecture Lebanon (CAL). It will take place at the Beit Beirut Museum, under the patronage of the Municipality of Beirut from the 21st of August until the 1 1th of September 2019.



## ● Consultant

Tafla, Bed and Breakfast | Feb 2019 - Aug 2019

TAFLA is a Bed and Breakfast with an atmosphere of relaxation, large cozy rooms and Lebanese influenced cuisine.

- Business and communication strategy.
- Management and organization of cultural events
- Planning and design of social media content
- Art Direction
- Event Management

## ● Project Manager

Fête de la Musique, Beyrouth | Jun 2019 - Jun 2019

A 3-day street fair in the heart of Badaro featuring all the bars and businesses in the area. The street had a car-free day lined with all kinds of pop-ups and food stations. My duties:

- Communication strategy
- Creation and production of content for social networks
- Branding, Graphic Design and Animation Visual Portfolio in Behance link.

## ● Photo Editor

École normale supérieure Paris-Saclay | Jan 2019 - Mar 2019

"Increasing the visibility of trash bins in urban settings: A quantitative psychometric approach" A research in collaboration with the Mayorship of Paris and the Department of Cognitive Science - École Normale Supérieure and SciencePo. led by Rita Abdel Sater. Photo Manipulation, Photo Editing and Coloring.

## ● Artist Management

Flugen Music | Oct 2018 - Nov 2019

A global fusion musical project by Maya Aghniadis. Visual Portfolio in Behance Link.

## ● Art Director

Mind Hub Lebanon | Feb 2018 - Nov 2018

Marketing and advertisement Agency located in Beirut. my Job description involved Art Direction, Graphic Design, Strategy, and Marketing. Among our clients: Optique et Vision The Wok 5 Chicks Visual Portfolio in Behance Link

## ● Graphic Designer

Karnaval Media Group | Jul 2018 - Sep 2018

Karnaval Arabia is a spin off of Karnaval Radio, a Turkish Radio App. Content and Graphic Design, Animation, Media and Communication

## ● Art Director

Albec Bunsen | Jun 2017 - Aug 2017

Albec Bunsen is a Fashion Designer based in Barcelona Spain. My work with him was a mix of Art Direction, Social Media, Event Management, Media and Communication.

## ● Creative Director

Feedasoul Records | Jan 2016 - Aug 2022

Independent electronic music label based in Lebanon. My duties:

- Branding and visual identity
- Art direction and animation
- Business and Communication strategy
- Marketing Campaigns
- Album artwork design

## ● Program Director

Mise En Abyrne | Jan 2015 - Jan 2020

MINAB (short for mise en abyrne), an NGO established in 2014, is an art and event management initiative which provides local artists and

designers with the necessary tools, projects, and venues to bridge between their art and the public. Our mission is to help provide a successful and creative platform for artists of all sorts. Its vision is catered towards building and strengthening the current art community in Lebanon. My duties were:

- Communication strategy
- Program direction of artistic and cultural projects.
- Sponsorship and collaborative work with artists.
- Production of artistic and cultural events