

GEORGE STEPHAN

2231 Vandevveer Place
Brooklyn, New York 11226
(Mobile) + 1 646 698 1388 , + 961 3 3210 723
Email: stephan.georgegs@gmail.com
www.stephangeorgegs.wixsite.com/visionmania

IMAGE BRANDING SPECIALIST

Innovative leader with broad based expertise in image branding, advertising, photography, and international awards festivals. Proven ability to develop and implement innovative branding and advertising strategies to enhance business performance.

Energetic leader with a high degree of integrity known for ability to envision and create successful outcomes in complex and changing organizations. Diverse industry and functional expertise with a commitment to delivering unique and impactful marketing solutions. Areas of expertise include:

Photography

filmmaking

Brand Imagining

Ideation

Corporate Branding

Event Planning

Business Strategy

Multi-Lingual/Cultural

Negotiating

Banking

Business Management

KYC (AML)

EXECUTIVE HIGHLIGHTS

Built solid track record of success in the image branding and creative design industry

- **Photography** – High profile photographer with a portfolio of clients including fashion designers and brands Bosideng, Namilia, NYFW (new york fashion week), the travel show (2019), Rami Salamoun, Pharmaceutical companies such as Sanofi Adventis, and celebrities across the World including Super model Alessandra Ambrassio, Teyana Taylor, Turkish famous celebrity and write Nermin Bezmen, Sabine Foucaux, Myriam Klink, Mirva Kadi, Jessy Abdo, Christina Eid, . Specialize in Photo Retouching using packages such as Photoshop. Providing art direction, image consultancy, and styling.
- **Art Director, ideation and Advertising** – Created impactful advertising campaigns for clients such as Versace, VICI, Mazda, La Pierra , La Roche Designed graphics, clothes and bedding design for brands such as Freej, Bratz, Strawberry Shortcake, Crazy Frog, Spiderman, Garfield, WWC and Barbie Matel. Provided concept development, art direction and design for various campaigns, including brandmarks and websites. Clients included Nawras (telecom); TSC; Roche, Sanofi Aventis (pharmaceutical), the Osteoporosis Foundation (seen on Oprah), Nestlé, BSL Bank, , Granja San Francisco, Poppins, Orly, Marina Blue, and Patchi.
- **Graphics and corporate branding** – Storytelling through comic, creative visuals of politicians, celebrities, and socialites that was broadcast across the world, with a focus on the Arab world. Developed ideation for marketing campaigns for companies such as Hypco (oil), Le Mall and Azadea Brands (retail), Mercury (contracting company), and Man2oushe (restaurant). Developed a new brand image for The Beirut International Award Festival, Nohra Group, Cronhaim Mortgage, Quality Trust, Axiomark, al itihad, Tahkik, al Istismariya, Man2oushe, Bridge Builder Development Association, Voyeur, Youth for Tolerrance, Baseline, Croquis, Phaidon, and The Jersey City International Television and Film Festival, resulting in increased awareness and sponsorship.

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CAREER HIGHLIGHTS & ACCOMPLISHMENTS

THE JERSEY CITY INTERNATIONAL TELEVISION AND FILM FESTIVAL

Feb 2016 - Present

Regional director (present) and strategic planner, setting strategies, Rebranding, and establishing a global communication marketing and communication plan.

THE FORUM GROUP, NEW YORK, NEW YORK

2016 – Aug 2018

Business Analyst - **JPMorgan Chase & Co.** 2016 – Aug 2018

Responsible for supporting the Finance and Business Management function within the Corporate and Investment Bank. This includes:

- Created a transparency and consistency for the Business Controls report by synergizing disparate regional processes and creating a globally consistent process utilizing systemically produced metrics versus regionally maintained data.
- Support for the Global Policy and Procedure KYC Exception process. This includes oversight of exceptions database, weekly and monthly reporting to operations and senior management on GFCC policy exceptions particularly aged items.
- Preparation of presentations for Global Townhall meetings, internal key initiative updates and other client related meetings. This includes utilization of multimedia and innovative design tools.
- Preparation of monthly Executive Management reports for Global KYC Operations, and Banking Operations Product Development

Supported rebranding initiative for product development group.

VISION MANIA, BEIRUT

Jun 2013 – Jan 2016

CEO

Developed graphics, photography, branding and advertising programs for clients such as NGOs, TV stations, consumables, pharmaceutical companies, luxury shopping malls, and construction companies

- **FREELANCE WORK, NYC, BEIRUT**
- Independent contractor, Jan 2010 – Present
- **CORPORATE BRANDING SERVICE:** Branding for big international corporate companies
- **BUSINESS:** Establishing business deals with Christie's auction house Insuring funds and investments for international projects in the Arab world, and Europe
- **TELEVISION:** Conceived and produced TV campaigns across the Arab world, for clients such Hypco (oil), Le Mall and Azadea Brands (retail), Mercury (contracting company), and Man2oushe (restaurant)
- **PHOTOGRAPY:** Acted as photographer for numerous projects
- **DESIGN SERVICES:** Poster for Samsung; Logo and packaging (7 formats/sizes) for Si Bon Patisserie

BEIRUT INTERNATIONAL AWARDS FESTIVAL (BIAF), BEIRUT LEBANON

2014 -2015

PR AND MARKETING SPECIALIST

International PR and marketing specialist for BIAF (Beirut International Award Festival). Responsible for coordinating with international celebrities, businessmen, creatives, and sponsors on event logistics, and overall project management across all levels in the organization.

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CREATIVE MTV - MURR MTV, BEIRUT

May 2010 – Mar 2014

CREATIVE DESIGNER

Responsible for scripting, planning, and creating animated narrative sequences and visuals under tight deadlines, combining software and free hand techniques. Apply story development, directing, cinematography, and editing of animation to create storyboards that show the flow of the animation and map out key scenes and characters.

Participate in design and production of multimedia campaigns, handle budgeting and scheduling, and assist with production coordination, background design and progress tracking.

Create basic designs, drawings, and illustrations for product labels, cartons, direct mail, and television.

PUBLICIS, BEIRUT, LEBANON

Jan 2009 – Jun 2010

FREELANCE GRAPHIC ART DIRECTOR AND IDEATION

Clients included Nawras (telecom); TSC; Roche, Sanofi Aventis (pharmaceutical), the Osteoporosis Foundation (seen on Oprah), and Nestlé.

Responsibilities included:

- Provided concept development, art direction and design for various campaigns, including landmarks and websites
- Prepared sketches of material and reviewed with clients
- Researched new developments in the field
- Produced graphics for on-air and taped portions of television news broadcasts
- Prepared pitches and met with potential clients

TIMEOUT BEIRUT, BEIRUT, LEBANON

Jan 2009 – Jun 2010

ACCOUNT MANAGER

Responsible for promoting a lifestyle magazine through advertisements and networking

CDA CONCEPT DIALOGUE ADVICE, BEIRUT LEBANON

Jan 2008 – Jun 2009

ART DIRECTOR AND ADVERTISING CONSULTANT

Developed advertising campaigns for clients such as Versace, VICI, Mazda, La Piarra

HOLLYWOOD MAGIC, BEIRUT, LEBANON

Jan 2007 – Jun 2008

GRAPHIC AND FASHION DESIGNER

Responsible for designing graphics, clothes and bedding design for brands such as Freej, Bratz, Strawberry Shortcake, Crazy Frog, Spiderman, Garfield, WWC and Barbie Matel

LAYOUT, BEIRUT, LEBANON

Jan 2007 – Jan 2008

GRAPHIC DESIGNER

Responsible for designing and producing advertising that was included in the American and Canadian Yellow Pages

PERSONAL INTERESTS

NATIONAL HIGHER CONSERVATORY OF MUSIC, MATN, LEBANON

Oct 2013 - Present

Pursuing Opera and Italian language studies,

WORKSHOPS

- Photography/advertising
- Attended private seminars and workshops in photography with professional cinematographers, photographers at Alba (Académie Libanaise des Beaux Arts)

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- Attended a workshop famous French advertising professional Joe La Pompe, on the topics of creation and ideation techniques, research, and plagiarism.

AWARDS

- 2010-2011 Awarded first prize for the best talented photographer (Al balad Newspaper)
- 2012-2013 Awarded first prize in the event photography contest at the Beirut Art Book Fair 4th edition Artheum, Beirut, Lebanon.
- Best actor for my main role in "Aala Toul" and movie at the Lebanese TV and Film Festival

SKILLS

Ideation, Animation, Music, Character Creation, Drawing, Painting, Voice Over, Editing, Photography, Photo Coloring Correction, Fashion Design, Cinematography, Illustration, art direction, Interior Design, Branding

SOFTWARE PROGRAMS

Adobe Photoshop, Illustrator, Premiere, InDesign, After Effects, Quark, Dreamweaver, Adobe Flash, 3Dmax, Excel, final cut, power point and Garage Band

ADDITIONAL ACTIVITIES

- Acting: Main actor in movies 'Ana Al Akhar', 'Bebe', and 'Aala toul'
- Directing short movies: 'The End', 'Stuck On You', and 'One Lasting Moment'
- Chartered member of the Beit Chabeb Lions Club, Matn, Lebanon
- Member and administrator of the Arab American actors association, Los Angeles, California
- Fashion design, textile design (pattern and texture), interior design
- Piano, drawing, swimming, tennis, reading, and watching movies
- Professional opera singer (5 languages), actor, and mime

LANGUAGES

Arabic native language (read, write, and speak), French (fluent), English (fluent), Italian (intermediate), Spanish (basic)

EDUCATION

NEW YORK FILM ACADEMY, NEW YORK

Courses in filmmaking

BRIGHT I ACADEMY, JOUNIEH, LEBANON

TV entertainment, news presenting and media training

NOTRE DAME UNIVERSITY, BEIRUT, LEBANON

Masters level courses in Advertising and Marketing

NOTRE DAME UNIVERSITY, BEIRUT, LEBANON

Bachelor of Arts/Creative Design, Apr 2007

LIFE SCIENCES BACCALAUREATE

Baccalaureate in (Life Sciences) at Mont La Salle High school, Matn, Lebanon, 2003 B.S., Marketing

JPMC CIB University

Completed required studies as part of core curriculum (KYC/AML)

