

LOUIS E. KARIM

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PROFESSIONAL SUMMARY

Extensive experience in creative consulting and execution, executive producer, storyteller, content developer, branding and rebranding, social media production, and broadcast art director on domestic and international projects in USA, Europe and the Middle East/North Africa.

RELEVANT EXPERIENCE

Arts2Vivre 2017 -Present

Social Creative Producer

- Lead the strategy of Arts2Vivre, planning, and execution of social brand and program.
- Cultivate and interact with the communities to drive deeper engagement and attract new subscribers.
- Create and manage the daily social editorial and promotional calendar.
- Draft and schedule social posts on social channels include Facebook, Instagram, YouTube, Twitter, Pinterest, etc.
- Assist in the creation, development, and execution of marketing campaigns, analytics, and reporting the effectiveness of social posts.
- Create unique content and promotions.
- Develop and launch special promotions to keep the communities engaged and provide added value.
- Identify, monitor, follow, and post comments on external influencer sites/social channels.
- Keep up to date on the latest trends and changes in social media as well as new practices.

International Monetary Funds (IMF) 2018

Digital Creative Producer & Editor – eLearning & Training

- Responsible for the production project's execution and delivery from pre- to post-production, while being on-time and on budget.
- Established a collaborative relationship with professors/talents throughout the project, and provided them with on-camera presence training.
- Reviewed the curriculum's script and made production recommendations on \$1.5M cost and time saving by 25 percent, and enhance the eLearning experience and boost the engagement by 15 percent.
- Created a pre-production plan by interpreting talents' outlines and scripts, design, and selection of visual production elements for the eLearning course.
- Coordinated with scheduling team to arrange studio bookings and talents' availability.
- Oversaw the control room and studio process during taping sessions, and studio personnel to ensure the presentation of the brand content is stylistically appropriate.
- Approved editorial and content decisions in post-production to maximize engagement experience.
- Responsible for editing, design and quality control of graphic materials on-screen.
- Responsible for delivery of all elements to the Quality Control team on or before the due date.

Middle East Broadcasting Networks (MBN)

2003-2017

Senior Broadcast Art Director

- Lead member of the creative team in charge of launching the Middle East Broadcasting Networks (MBN) television channel in 2003.
- Collaborated with the creative director on crafting the brand identity of the television channel.
- Oversaw the production of set designs, researched on set trends, developed and directed the creation of drawings.
- Collaborated with the production set designer to execute and deliver a contemporary studio set ; including MBN's coverage of the Golden Globe Awards, The Emmy Awards, The Grammy Awards, National Basketball Association, and other national and international events.

Senior Producer - Director

01/2011 - 08/2017

- Created new programs and formats for Current Affairs shows, Documentaries and Social Media Department.
- Wrote, produced, directed and edited long and short storytelling stories. lifestyle, social and current events.
- Conducted research for hot topics that bring awareness among all media platforms.
- Produced and directed live shows that grew viewership month-to-month by %10.
- Produced and directed NBA season and Playoffs, the Emmy's and Golden Globes Awards' season. Directed live current affairs' political and town hall meeting programs.

Creative Producer

11/2003 - 12/2010

- Originated the graphics' concepts with the Creative Services Director. Oversaw all creative graphic package processes storyboards, layouts and on air final products.
- Originated new programs visual formats, sets, lighting, camera shots, rehearsals and pilots.
- Responsible for the production team's execution and delivery of all aspects of pre- and post-production on-time and on budget.
- Negotiated production plan, budget, bidding and execution.
- Created branding for a Pan-Arab program during the Arab Spring to bridge the young Arab-American expatriates with the home-based youth over VOIP
- Created branding for a women's show targeting the Arab-women's rights movement in 22 countries across the Middle-East.
- Responsible for Current Affairs and sports programming creative direction to stay relevant and ahead of today's trends.

Middle East Broadcasting Center (MBC) group, UAE & Lebanon

1998 – 2003

Executive Broadcast Art Director

- Lead member of the creative team in charge of launching MBC in Dubai and Beirut; including the launch of the View, Late Night Show, and Saturday Night Live on MBC.
- Responsible for all Pan-Arab American format for shows such as SNL, The View, Kids Show, Pepsi Musica, The Family and the Late Show with David Lettermen.
- Maintained original visual and editorial format but added a Middle Eastern twist.

- Editing Software: Adobe Premier, Avid, Final Cut, After Effects
- Web Development: CMS Systems, WordPress
- Social Media platforms and analytics (Google, Facebook insights, Ipsos and Periscope)
- Software Applications: Adobe Creative Suite, Microsoft Office.
- Canon 5DMKIII, Canon C100/300, DSLR, ARRI 4K, Sony FS

PROFESSIONAL PORTFOLIO

- <http://www.louiskarim.com>
- <https://www.vimeo.com/louiskarim>
- <https://www.linkedin.com/in/louis-e-karim>
- [What We Carried.](#) 2016 New York TV Award
- [Roads to Damascus.](#) 2013 Cine Award
- [MYJIHAD.](#) 2012 New York TV Award
- [Keith Haring - Untitled Artist.](#) 2011 New York TV Award
- [Food and Fadawa "Noor Theatre"](#) 2011 New York TV Award

ACADEMIC:

Graduated, 1989, Lebanese Academy of Fine Arts with a BFA in Audiovisual / Cinema & Television
Languages skills: Fluent in English, French, Arabic and Italian

Nationality

United States Citizen