**Ralph Choueiri**

Ottawa, Ontario

613-914-8008

Choueiri.r@gmail.com

<https://www.linkedin.com/in/ralphchoueiri/>

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**Summary of Qualifications**

* Project Management and leadership skills developed from 6 years of experience as a Production Manager with the BBC.
* Financial management, budgeting, cost analysis and forecasting skills acquired while studying for a Bachelor in Business Administration majoring in Banking and Finance and through 6 years of hands on experience with the BBC.
* In depth technical knowledge of Digital and Broadcasting media production with scheduling and time management skills gained through 6 years of experience as a Production Manager.
* Risk management, safety management and International News deployment experience obtained by working for 6 years with the BBC.
* Pre-production and post-production skills developed while working as an Executive Producer for Wittycan.
* Communication skills, problem-solving skills, adaptability and creative thinking developed through 4 years of experience working for Wittycan.

**Languages**: Fluent in English, French, and Arabic.

**Computer/technical Skills:** Adobe Premiere Pro, ScheduAll, INews, Windows Office Suite, Outlook, Spreadsheets, Zoom, Teams, Skype.

**Work Experience**

**TV Production Manager Feb 2017 to Feb 2023**

British Broadcasting Corporation, Beirut, Lebanon

* Developed and implemented a comprehensive approach to TV production budgeting resulting in the successful creation of multiple TV shows within budget constraints, improved production values, increased profitability, and increased audience engagement.
* Produced three TV shows annually (Xtra TV, Our World, and The Scene) using innovative production management techniques to minimize production costs, resulting in increased profitability and cost savings ranging from 20% to 40% gradually from 2017 to 2022.
* Lead full production of three TV programs in Beirut ensuring compliance with BBC guidelines, frameworks, and policies, resulting in high-quality content that engaged the target audience.
* Supervised and trained a team of production professionals, set clear goals, established priorities, and ensured team members were accountable.
* Ensured compliance with BBC legislative and regulatory requirements, minimizing the BBC's exposure to risk.
* Updated the technical sheet of the studio to make it more sustainable, replaced all studio lighting, audio, and cameras with energy-efficient equipment, and worked with suppliers to transition 50% of the electricity powering the studio to solar.

[Link 1](https://www.youtube.com/watch?app=desktop&v=klMWJ3__M9E), [Link 2](https://www.bbc.com/arabic/tv-and-radio-57726201), [Link 3](https://www.youtube.com/supported_browsers?next_url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Do3ujTt-DCxo&list=PL63lwGZ_8vsm3EYxKlcXfBFVrTZ8xEq9I&index=10)

**Executive Producer Jan 2009 to Sep 2013**

Wittycan SARL, Ashrafieh, Lebanon

* Played an instrumental role in building a TV production house from the ground up by recruiting and training a team, acquiring necessary equipment, establishing production protocols, and creating marketing strategies, resulting in a fully functioning TV production house with a reputation for quality content and efficient production processes, contributing to increased profitability and revenue generation.
* Produced over 40 music videos and live music events for recurring artists in the MENA region, successfully meeting high demand and contributing to the growth and sustainability of the artists' careers.
* Took charge of content creation and production management for TV shows, commercials, music videos and events in the Middle East and Europe, resulting in increased brand visibility, audience engagement, and improved profitability for clients.
* Implemented a structured process of developing creative projects with the creative director, including presentations and mood boards, resulting in clearer and more efficient communication of ideas, and more successful and visually compelling projects.
* Coordinated and managed the activities of various departments, including production, technical and logistics, ensuring seamless collaboration and optimal resource utilization.
* Held weekly meetings with company shareholders to proactively monitor and evaluate company performance, identify areas for improvement, and implement effective strategies to achieve business goals.

[Link](https://www.youtube.com/playlist?app=desktop&list=PLvgt5H0Ggdxvxwm_OZlb0OSuKfloNT51n)

**Freelance Projects**

**Executive Producer and Production Manager for Music Videos and Live Event Jul 2016 to Nov 2016**

Wittycan SARL

* Successfully managed the production process for music videos and live events, including coordinated all logistics, scheduling, and staffing to ensure that the projects are completed on time, within budget, and to the satisfaction of the client.
* Maintained high-quality production values by overseeing the selection of the right equipment, vendors, and suppliers, as well as ensured that all safety regulations and industry standards are met.

Projects:

Artist: Nassif Zeytoun, Music Video: Nami Aa Sadri [Link](https://www.youtube.com/watch?v=9tsq5Au5eU0)

Artist: Yara, Music Video: Ayech bi Ouyouni [Link](https://www.youtube.com/watch?v=-C4DXbbzWmw)

**Director and Post Production Producer Sep 2015 to Jun 2016**

IN Media Plus, Dubai and Riyadh

* Successfully directed and managed the post production process of multiple high-quality reports on MBC Pro Sports Channel.
* Satisfied clients and stakeholders by producing engaging and informative sports segments for viewers in Dubai and Riyadh.

**Executive Producer and editor for Music Videos and Live Events Feb 2015 to Jul 2015**

Wittycan SARL

Projects:

Artist: Yara, Music Video: Beyt Habibi [Link](https://www.youtube.com/watch?v=hT_AShKedWo) , Sah Btadena [Link](https://www.youtube.com/watch?v=eex0vDP1r_U) (Production Coordinator)

Artist: Cyrine AbdelNour, Music Video: Aadi [Link](https://www.youtube.com/watch?v=_oAmZnDgXEA)

**Documentary Production Manager Sep 2014 to Dec 2014**

Al Rayyan TV, Doha, Qatar

* Led the production of several documentaries for Al Rayyan TV, including the highly-anticipated Qatar Air Force, Hamad International Airport, and Stadiums of the World Cup 2022, resulting in increased viewership and positive feedback from audiences.

[Link](https://www.youtube.com/watch?v=131IqDqo_K4)

**Segment Director and Editor of “In your opinion” TV Show Jan 2014 to Jun 2014**

Falling Star Productions, Beirut, Lebanon

* oversaw and managed a particular segment of a larger project, ensuring it was completed on time and within budget.
* Ensured the quality and accuracy of written or audiovisual content by reviewing and editing drafts, and providing feedback to the content creators.
* Developed and maintained editorial standards and guidelines, as well as managed a team of writers, reporters, or other content creators to produce high-quality content that met the publication's goals and standards.

**Assistant Producer and Live Segments Producer Oct 2013 to Dec 2013**

Al Rayyan TV, Doha, Qatar

* Assisted in the Production of Feature Stories related to the Qatari culture; coordinating, shooting and supervising the post production.
* Produced and Directed Live Segments; coverage of ‘’Darb Al Sayy’’ venue during the Qatar National Day Celebration.

**Director of Reality TV Show ‘In my place” Jan 2013 to Oct 2013**

Falling Star Production, Beirut, Lebanon

* Directed and managed the crew and the cast members. Worked closely with producers to maintain the show’s target audience and message.
* Briefed the picture editors about each episode, provided time codes, music references and mood.

**Education**

**Bachelor of Business Administration, Major in Finance and Banking 2008**

Notre Dame University. Louaize Lebanon

**Training, Workshops and Certificates from the BBC Academy**

* Safe Management of TV Productions
* Managing Capability and Poor Performance
* Unconscious Bias
* International News Assignment & Location Safety
* Working with Children Face to Face
* Managing High-Risk Deployment
* Media Law Online: England, Wales & Northern Ireland
* Safety at Work
* BBC Health & Safety Briefing
* Greener Broadcasting