



# Patrick Ardahalian

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## Summary

Acquiring my Social Media Marketing Online Certification from Google, Facebook, LinkedIn and Microsoft along with other online platforms, has enriched my skillset due to continuous learning and backing it up by reading books coupled with online research.

“It is possible to be effectively doing while you are delightfully being, in your ordinary workaday world” from “Getting Things Done” by David Allen.

As an avid reader, at least three books per month, a fast learner, problem solver and conflict manager, on-the-spot problem solving comes naturally when faced with difficult environments.

I thrive under positive pressure, can keep myself motivated and can inspire others to action. Even when they feel disheartened by their job or task at hand.

Since graduating from TU in Oklahoma, USA, I have lived and worked in different countries over the years, such as:

Greece, Lebanon, Saudi Arabia, U.K., U.A.E, USA, Netherlands & Hungary, Egypt, Jordan.

By continuously upgrading my knowledge on topics like Emotional Intelligence and leadership, I specialize in improving client relations and turning things around for the better for all stakeholders.

As a specialist in navigating through crucial conversations, price negotiations, closing the deal and helping calm down very angry clients I depend on my exquisite honesty for transparency which builds trust and shows humility when learning from my mistakes (or when finding out why the client was angry due to the mistakes of others).

I accomplished to help remove our agency’s name from one of our biggest client’s production blacklist.

We were awarded several projects, for production and contracting (approx. \$200,000 gross each).

I love strategic leadership and can manage the tactical day-to-day operations of the business, leading projects and teams. I can focus on the task at hand and quickly zoom out and see the big picture in a heartbeat, so for me all tasks are important and placed in order of priority.

As a solid self-starter, I exploit my intense focus and grit coupled with my unrelenting curiosity dressed in unbound optimism to get things done quickly and correctly from the first attempt, as I tend to put myself into “flow” when working. So for me, employment does not feel like work as it feels more like a challenge or activity to be mastered. The ad agency office feels like home away from home. My working day tends to pass fast and day quickly melts into night as the time comes for us to order pizza for the graphic design studio. What toppings would you like?

## Experience

### **Global Content Acquisitions and Demand Generation Director**

Media Link International (MLI)

Apr 2021 - Present (3 months +)

Promoted with new additional roles of

TV Content Acquisitions

"TV Content Acquisitions" or Content Acquisitions is an integral part of our motion picture business. It is the process by which studio executives and independent distributors (like myself) buy or acquire content, such as movies, television shows, TV series, webisodes and documentaries or original content created online.

Therefore I must negotiate the cost for the rights of the motion picture distribution rights in a specific territory country or platform (also known as, licensing), or the purchase of a motion picture (or multiple motion pictures) so that ownership of the copyright and all rights are transferred to the buyer.

#### Job Description

As a Global TV Content Acquisitions Director, of a TV content rights Distribution Company's film acquisitions department such as Media Link International, I proactively seek to source film and television programming rights for commercial broadcasting either online or for broadcast free-to-air via tradition TV channels.

Extensive travel is involved in my work, as I often attend film festivals like Cannes and conferences to find the best films to buy. I also keep in touch, using a CRM system for follow-ups such as Hubspot, or via social media connections, with many foreign speaking sales agents and film distributors from around the world from The Americas, North and South, Asia, Europe and Africa.

I am in charge of hunting for the latest offerings and to "negotiate the price" for acquisition of selected film or TV program. I then sell these rights to our clients who are either TV Stations or VOD platforms, or both. I am also in charge of searching for new clients in my area of interest which at the moment is Asia, South East primarily.



### **Global Demand Generation Director**

Media Link International (MLI)

Oct 2019 - Present (1 year 9 months +)

Responsible for developing and leading a company's generation strategies for content, outreach, searches, and other digital tactics which produce leads that turn into customers.

I manage both online and offline demand campaigns and also design, test, automate, and execute new campaigns.

I prefer to develop close working relationships with my sales teams. Advanced knowledge of B2B marketing practices in automating and generating content and nurturing new lead sources, as well as database management, is essential for our success.



### **Chief Marketing Officer**

Eco Friendly SARL

May 2010 - Oct 2019 (9 years 6 months)

Renewable energy start-up in Lebanon

<https://www.facebook.com/EcoFriendlyme>



### **Senior Account Manager**

Kuthban - Dunes Advertising

Jul 2005 - Dec 2009 (4 years 6 months)

Full service advertising agency (BTL and events management)



### **Account Executive**

J. Walter Thompson Worldwide

Jul 1998 - Jul 2004 (6 years 1 month)

Full service advertising agency (ATL)

## **Education**



### **University of Surrey**

Post-Graduate Diploma, Master of Science in Business Management and Strategic Planning

Jan 2000 - Dec 2001



### **The University of Tulsa**

Bachelor of Arts - BA, Organizational Communication, General

Jun 1994 - Dec 1997

Scroll Honors is awarded to people who have a GPA of 3.75 and above for four consecutive semesters

## **Licenses & Certifications**



**Building Resilience** - LinkedIn



**Developing Your Emotional Intelligence** - LinkedIn



**Critical Thinking for Better Judgment and Decision-Making** - LinkedIn

## **Skills**

Microsoft Office • Management • Marketing Strategy • Marketing • Business Development • Copywriting • Social Media Marketing • Product Management • Strategy • Digital Marketing

## **Honors & Awards**



**Scroll Honor Society Tulsa Oklahoma** - Scroll Honor Society

Jan 1996

Achieving GPA of 3.75 and over for three consecutive semesters