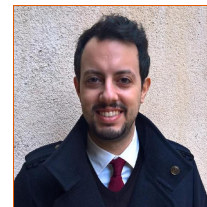


Nazih Fares

A veteran gaming and entertainment Marcom professional

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Work experience

Communications Manager RIMEA, 2018-09 **Blizzard Entertainment**

Responsible for driving the consumer and corporate communications strategy across the developing region for Blizzard Entertainment, specifically for the RIMEA territory (Russia & CIS Countries, India, Middle East, and Africa), working closely with regional publishing leaders, global publishing, and the franchise development team to support franchises priorities and goals. This includes social media, owned media communication, PR and community management with around 12 internal and outsourced reports.

Responsible for localization efforts in Arabic and Turkish (with my direct report) for Blizzard Entertainment products for in-game and out-of-game content such as marketing, paid media, owned media and other public-facing messaging. This also includes relationships with local rating board in getting games approved for distribution in the IMEA region.

Head of Marketing and Public Relations, 2014 - 2018 **Power League Gaming**

Manage the Marketing and Public Relations activity in regards to publishers such as Activision Blizzard, Warner Bros, Ubisoft, EA Sports and more. Delivering monthly Marketing and PR activities in multiple channels offline and in digital.

- Third Party Brands management: Contracted deliverables for third party brand partners Coca-Cola, Red Bull, Pepsi, Chevrolet, Ford, Nvidia, Adidas, McDonalds, Asus, Kingston HyperX, Samsung, Nokia, AMD, Intel and Burger King. Liaising with agency representatives and suppliers to ensure deliverables are achieved, brand guardianship, IP and guidelines are adhered to.

- Content management: Exclusive partnership with broadcast channel, working alongside Community Manager, Director and Production Team. Lead creative director for content produced in English and Arabic, highlighting studio and broadcast activity in 5 languages. Develop proposition for 3 unique innovative streaming platforms, launching exclusively with key partners.

- eSports: Supporting US, European and Korean partners, achieving targeted objectives for 2014 and 2015 each quarter with integration of white label events and first party activity for 4 new sports platforms across the MENA region.

- Teams: Handle team PR and hospitality at live events for international team and clans. Arrange press visits and timings, monitoring and auditing the related press activity and recommending actions where necessary to either amplify or take action to remove activity.

- Media: Oversee and coordinate press interviews and exclusives with all major networks print and online media, as well as TV such as OSN, MBC and Al Jazira.

- Budget: Manage a joint responsibility for a budget of 10 million AED portfolio of activity directly and indirectly split across multiple channels. Making recommendations quarterly on appropriate use of this budget.

- Brand / Design: Along with Partnership Director set objectives for the Brand and Design team in London.

Marketing Creative & Communications Manager 2016 - 2018

Nasr Esports

Part of the founding leadership team of the esports organization, including the naming, and supported the creative and communications strategy and execution of all content for Nasr Esports.

Alongside other leadership members, we established how the brand shows off its values, directs cross-disciplinary development and execution of short term and long-term creative strategies. This expanded role also oversees all communications efforts, including media relations, original content, social media and more.

- Oversee the creative vision and present concepts to internal team and client with the ability to influence decisions
- Develop and lead our overall communications strategy ensuring it is aligned with the club leadership and business strategy
- Work with the partnership and talent management team to create assets for promoting the team, club and achievements
- Expand an international strategy to expand the reach to beyond a Middle Eastern audience, and effectively pitch to US and European centric outlets like Dexerto, ESPN Esports and more.
- Lead the creatives on new business pitches to present to prospective clients
- Create the front-facing website of the club to showcase its achievements and players
- Lead a team of creative in-house and outsourced executional partners such as writers, graphic designers, video editors and more
- Oversee the delivery of creative campaigns for the brand

PR & Social Media Executive, 2012-09 - 2014

Pluto Games

Pluto Games is the largest distributor of digital gaming hardware, software and related products across the MENA region. With operations in UAE, KSA, Kuwait, Qatar, Bahrain, Lebanon, Jordan, Oman and Egypt, Pluto has the largest distribution network for gaming and entertainment products in the region.

In charge of Madcatz, Xbox, Bethesda, 505 Games, NCSOFT, Capcom, Konami, Disney Interactive and Tecmo Koei's acting PR for the Middle East region.

In charge of the social media strategy for these companies as well as LS2 Pluto for the region.

- Work in direct liaison with Public Relations teams from our different suppliers and publishers including Disney Interactive, Microsoft Xbox 360 Team, Capcom, Konami, Tecmo Koei, Bethesda and more.
- Plan with media outlet in the UAE as well as Lebanon, Bahrain and Saudi Arabia to ensure maximum exposure and coverage for our products.
- Took part of the Arabic localization of Konami's Pro Evolution Soccer 2014, Disney Interactive's Disney Infinity, CD Projekt Red's The Witcher 3: Wild Hunt, as well as simple cultural localization for over 20 titles from Capcom, Konami, Bethesda Softworks, Tecmo Koei and more.

Videogame Content 2011 - 2012

Editor At7addak.com

At7addak.com is a multi-platform Online Gaming Community, where gamers can compete in head-to-head and team action. Our vision is to provide the Arab online gaming community with a more exciting way of meeting up and competing.

I took care of the editorial team during my stay, video editing and montages, as well as business development and relationship with key partners such as Electronic Arts, Red Entertainment Distribution, Pluto Games, Sony PlayStation and much more.

Education

Bachelor in Fine Arts
Lebanese University

2005 - 2011

Baccalaureate in Economic Sciences
Lycée Français Alphonse De Lamartine

1997 - 2003

References

For privacy purpose, please ask me for their emails and phone numbers

John Paul Lacey from **Tencent Global**

Luciano Rahal from **Riot Games**

Malek Teffaha from **Ubisoft**

