

# MUHAMMED RAAFAT

Music & Artist Content Manager | Creative Director | Social Media Manager



✉ muhammed@raafat.me 📍 Cairo EG 🌐 raafat.me

## SUMMARY

Accomplished Artist & Tour Manager with a proven track record at Nay for Media, adept in overseeing major international tours and multimedia content creation. Excels in logistics, creative direction, and social media marketing, enhancing brand visibility across digital platforms. Skilled in video editing and strategic coordination, significantly contributing to Amr Diab's multiple projects success.

## SKILLS

- Events Management
- Media planning
- Event technology
- Entertainment management
- Artist relations
- Tour management
- Media relations
- Project management
- Excellent communication
- Branding
- Logistics
- Coordination
- Creative vision
- Video editing
- Graphic design
- Photography
- Adobe Premiere
- Photoshop
- YouTube content strategy
- Social media platforms

## EXPERIENCE

### Music & Artist Content Manager

01/2010 - Current

Nay for Media

- Manage all tour communications, travel logistics, and event coordination for Amr Diab's band, from concert confirmation to post-event departure across major locations such as France, the UK, the UAE, Romania, Spain, Turkey, Saudi Arabia, and more.
- Oversee content production and media operations, directing photography, videography, and social media publishing during events.
- Serve as the Creative Director for Amr Diab's visual content, developing original concepts, overseeing execution, and ensuring the final production aligns with stage performances.
- Oversee music asset distribution across digital platforms, such as iTunes, Spotify, and Anghami.
- Lead multimedia design efforts, including video editing, colorizing, motion graphics, and promotional content creation.
- Supervise graphic design, branding, typography, and digital advertisements, ensuring timely completion within budget.
- Manage website content and YouTube CMS, overseeing uploads, updates, and engagement optimization.
- Oversee content protection operations, handling 24/7 online infringement detection, takedown operations, and search engine notice submissions.
- Direct social media engagement, optimizing strategies, now widely adopted across Middle Eastern music networks.

**Multimedia Designer**

01/2009 - 01/2010

Digital Design ME

- Designed and edited complex video presentations, promos, and short films for government organizations and ministries in Saudi Arabia
- Created full advertising campaigns using Photoshop and Illustrator

**Graphic Designer**

01/2008 - 01/2009

i-Touch Advertising Solutions

- Developed full advertising campaigns for multiple companies, creating branding materials, print ads, and promotional content

**Human Resources Assistant**

01/2005 - 01/2007

The United Company

- Assisted in recruitment, employee onboarding, and HR documentation processes

**Freelance Graphic Designer**

01/2002 - 01/2005

- Provided branding, logo design, and digital marketing materials for various clients

**EDUCATION****Bachelor's Degree:** Social Work

2007

*Alexandria University***Multimedia Production Diploma***Arab Academy for Science, Technology and Maritime Transport, 2008***CERTIFICATIONS**

- YouTube Music Certification

**ACCOMPLISHMENTS**

- Digitally distributed Amr Diab's music albums and singles and created designs for covers, outdoor ads, and media releases from 2016 till now, including Ahla We Ahla, Meaddy El Nas, Koll Hayaty, Ya Ana Ya La, and Makanak.
- Spearheaded content strategies that contributed to Amr Diab's YouTube surpassing 1M+ subscribers.
- Managed 200+ international concerts, ensuring seamless coordination between teams and organizers.
- Directed high-impact digital campaigns, significantly increasing fan engagement.

**LANGUAGES****Arabic:** First Language**English:** Fluent**REFERENCES**

References available upon request.