

**selected  
works**

# **Portfolio.**

**Michel  
Zreik**

**Creative  
Producer**

**2025**



**An esteemed and distinguished Creative Producer, whose illustrious journey unfolds over 15 vibrant years in the industry.**

**Armed with a solid educational background from the Lebanese University, he has woven a career that shines with dedication, efficiency, and a flair for innovation, creating a remarkable tapestry of experiences that set him apart in the world of television in content production and customization dedicated for linear and digital outlets, within a solid background in GCC content orientation and TV Formats creation/ adaptation, with emphasis on Entertainment, Lifestyle & Luxury content assets. Good communicator, yet persuasive and negotiator, with a knowledge in marketing, audience study, audience psychology and real insights.**

**[Full Biography](#)**

# Education

## MBA- MEDIA LEADERSHIP

ROBERT KENNEDY COLLEGE- UNIVERSITY OF CUMBRIA | ONGOING

## BA - MEDIA STUDIES AND JOURNALISM

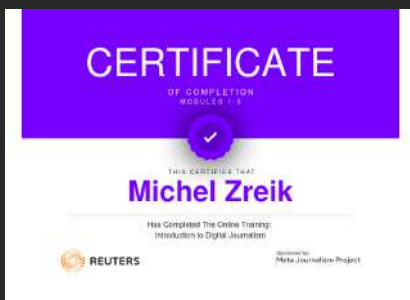
LEBANESE UNIVERSITY- FID II | 2009-2014

## 1ST- FRENCH BACCALAUREATE

MONT LA SALLE | 2007- 2008

## 2ND- LEBANESE BACCALAUREATE

MONT LA SALLE | 2008- 2009



# Experience

**TimeLine Entertainment Group | July 2024- February 2025 (Dubai)**

Business & Content Development Manager (Temporary Role)

**Blue Bee Productions | August 2023- July 2024 (Dubai)**

Producer

**AND BEYOND | March 2022- August 2023 (Beirut/ KSA)**

Marcom & PR Manager

**SOULVISION Productions | July 2019- Present (KSA)**

Content Producer (Remote/ Project Basis)

**AFLAM Productions | July 2019- July 2022 (KSA)**

Head of Editorial & TV Formats

**MEDIAQUEST | April 2019- April 2020 (Dubai)**

Editor At Large (Lifestyle, Luxury Sections)

**DIFFERENT Productions | September 2018- December 2018 (KSA)**

Content Producer

**ALBA- Balamand University | September 2016- December 2019 (Beirut)**

University Lecturer

**LAHA Magazine | August 2016- August 2019 (Beirut/ Dubai)**

Senior Journalist & Producer

**Haifa Wehbe Media Office | August 2016- August 2019**

Publicist

**KHAYAL Production | August 2016**

Digital Content Executive

**ENDEMOL SHINE | September 2013- January 2016**

Content Producer

**BOBOLINK Creative Boutique | January- July 2015**

Project Manager

# Experience

**DUBAI TV | April- June 2015**

**Social Media Operations Manager**

**2PURE Agency | March 2015- August 2016 (Beirut/ Dubai)**

**Lifestyle Section Manager**

**MBC | July 2012- March 2015 (Beirut/ Dubai)**

**Senior Journalist**

**NATURAL STARS Production | February 2013- May 2017**

**Freelance Content Producer**

**2PURE Agency | September 2011- July 2012**

**Reporter & Journalist**

**Musicnation.me | September 2010- September 2011**

**News Editor**

**HIA TV | December 2011- April 2012**

**Researcher & Script Writer**

**SAMA Magazine | July- October 2010**

**Journalist**

**EIGHT Magazine | July- October 2010**

**Journalist**

**STRIKE FM | February 2009- March 2010**

**Radio Reporter**

**BISARA7A.COM | February 2009- April 2010**

**Web Journalist**

**LEBJOURNAL.COM | June 2008- January 2009**

**Web Contributor**

# TV SHOWS- Digital Content

Creating content for the digital outlets of these famous TV Shows, in addition to an extension of the actual show online, with adequate content and visuals promoting the candidates and TV Content.



Arab Idol



Arabs Got Talent



The Voice



Maysa Bila Hhood



Golden Mic



Star Academy

# TV FORMATS- Formats & Production



Sabahcom SBC-  
(Format Creation)



5 Gold Rings-  
(Content)



Laylat Watan-  
(Content/ Production  
Supervision)



Studio SBC-  
(Format Creation)



Jawayez Aftal-  
(Content)



Bisalam Amnin- (Format  
Creation)



Studio SBC Ramadan-  
(Format Creation)



Tofli La Yaf'alha-  
(Format Development)



Taqwa Al Qahwa-  
(Format Creation)



Ramadi Wadeh-  
(Format Development)



Tabkh Bila Hadr-  
(Format Development)



Al Nesyan Series- (Line  
Producer  
Promotion Creative)

# TVC & MVC - Creative & Supervising Producer



Yeslamli- Marwan Khoury



Hala Hala- Nelly Makdesi



Law Habayt- Iman



Khatar 3younik- Naim Khalil



Set L Kel- Wael Kfoury



La Tkaber Nelly Makdesi



Avene Eau Thermale



LeI Sobh Ma3ak- Muslim



Wassouf- Negm Ali



Riva- Back To Work



Nasr The Gamer



MC Abdul- Pen & Swords

# Featured Interviews

TV Interviews and opinion featuring, on local and Pan-Arab TV Stations and media outlets, discussing current media topics and content creation (**Clickable Links**)



The Insider- Dubai TV



Al Mashhadia- Mayadeen



Ramadan 2019- Rotana FM



De2 W Ne2



News Bulletin- 2M



Sharaftouna- Al Yawm

# Cover Stories

Interviewed and Produced Photoshoot covers for renowned Arab & International figures and celebrities, collaborating with International Luxury Brands and designers, delivering an appealing outcome and a visual story to tell! this was also a part of the Brand Revamp for Laha Magazine.

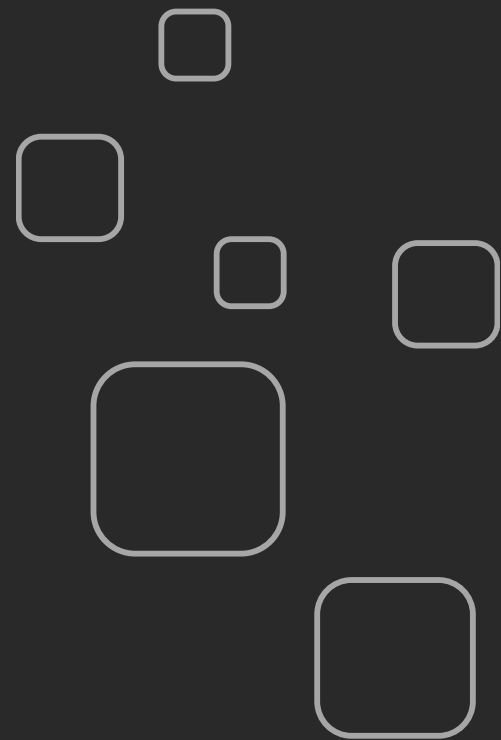
(All covers are clickable redirecting for the Online Links)

**2016 - 2019**

**Laha Magazine**

**2019 - 2020**

**Marie Claire & Haya**



# Laha Magazine



Annabella Hilal



Nawal Zoghbi



Assala



Rym Saidi



Rym & Wissam



Myriam Fares



Mahira



Perla Helou



Nour Arida



Nadine Njeim



Rafia Hajsi



Carole Samaha



Nawal Zoghbi



Hiba Tawaji



Nicole Saba



Nadine Njeim



Daniella Rahme



Jessica Kahawati



Nawal Zoghbi



Hiba Nour



Cyrine AbdINour



Sulafa Memar



Nadine Njeim



Nadine Njeim

# Laha Magazine



Murat & Iman



Hiba Tawaji



Rima Fakih



Maguy BouGhosn



Shatha Hassoun



Murat & Iman



Mariam Hsein



Annabella Hilal



Mona BouHamza



Aimee Sayah



Diana Haddad



Waed



Rawan BnHsein



Rima Fakih



Sara AbdIAziz



Annabella Hilal



Stephanie Saliba



Maguy BouGhosn



Lojain Omran



Raya AbiRached

# Marie Claire Arabia & Haya Magazines



Yusra Lozi



Sara Murad



Nadine Njeim



Rozina Lazkani



Daniella Rahme



Cynthia Samuel



Lara Scandar



Aseel Omran



Nelly Kareem

# Panels & Workshops

A series of workshops and panels in different countries, discussing a wide range of media and digital media topics



Campaign Creation- Bobolink



Become an Influencer- BrightenAds

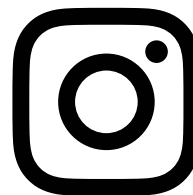


Digital Marketing- AUL



Traditional VS. New Media- SM Forum

# Stay in Touch



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**00960 70 196 803**