

Samer Arzouni | samerarzouni.com

samer@spotlifefilms.com

Mobile & WhatsApp: 00971509562656

Mobile Estonia: 0027353535139

Villa 27 / St 10D / Safa2 / Dubai / UAE

6 / Vana-Veerenni 5 / Tallinn / Estonia

(EU and UAE Residency available)

Summary

An accomplished and versatile Filmmaker, Director and Producer, I bring to the table an extensive international experience in film production, storytelling, and media. My innate curiosity about the world and human nature has led me to create award-winning films that engage audiences through a creative and analytical approach.

As a Media and TV executive with over 15 years of experience in Film & TV, Channel Management, and Production, I have honed strong leadership skills while managing teams for international networks like National Geographic Channels and startups like Spotlife Film Productions. I am passionate about nurturing talent and delivering excellence in every project.

Additionally, my background in Sales and Marketing showcases a proven record of managing clients and fortifying business relationships across the MENA region and Europe.

My diverse client portfolio includes TV networks such as National Geographic Channels, CNN, BBC, Quest (Discovery); agencies like MullenLowe and TBWA; Governmental entities like the UAE Armed Forces, Abu Dhabi Police; and direct clients like Nikon, Nepal Tourism, Dubai Expo, and Amazon...

Credit

Film Director: 25 plus films

Executive Producer: Over 150 films (long and short form)

Creative Director: Over 7 years of experience

Awards

Cannes Lions Silver (TV and Media)

Leories Gold MENA and Africa (Grand Prix)

Gold Broadcast Pro MENA

Gold Digital Studios MENA

Top ten Arab directors in the MENA region across all genres (B&W Report 2016)

Professional Experience

Freelance Director & Producer

Middle East and Europe | 2021 – Present

- Mecca's Custodians – Saudi Arabia - VICE – (Director/Producer)

- Qasiddon – Saudi Arabia – VICE (Director/Producer)
- The Trouble Out There – Georgia (1st AD / Editor / Post Producer)
- MAH Real Estate – Saudi Arabia (Director/Producer)
- Amazon Ring TVC x2 (Producer) – UK and Germany Markets
- Celebrating Humanity Awareness Campaign (Director/Producer) – Baltic Region

Executive producer and Film Director, Spotlife Films

Dubai, UAE | 2017 - 2021

Managing Director of Spotlife Films | March 2017

- Devised and executed an effective strategy for market segment entry and expansion.
- Generated new revenue streams by forging strategic relationships with agencies and direct clients, leading to significant growth in new business opportunities.
- Delivered over 60 films to clients with budgets exceeding 1.6Mn Dollars.

Founder & Executive Producer, ACT Three Productions

Dubai, UAE | 2015 - 2017

Co-founded Act three productions and devised its niche market in Factual Entertainment and Reality Formats in the region.

- Head of the Executive Management Team.
- Defined strategy and business plan for the company.
- Partnered successfully with National Geographic Channels and UAE Armed Forces to produce Mission Everest Documentary. Becoming the first Arab director to direct a long-form documentary from Everest's Base Camp.

Head of Channel and Productions, National Geographic ME

Dubai, UAE | 2013 - 2015

Leading the overall business and operations in the MENA region for National Geographic Abu Dhabi. In addition to production, I was in charge of the channel's business units: Programming, On-Air Promotion, Marketing, and Ad sales.

- Executive Management Member FOX Network MENA.
- Managed a team of 30 plus across different departments.
- Implemented Programming and Marketing Strategy for National Geographic ME, which increased the channel's ratings in the focus markets by 210%.
- Handled the channel's key clients across MENA.

Executive Producer, FOX Int and National Geographic Channels

Dubai, UAE | 2012 - 2015

Produced over 50 long-form formats, as well as various short-form films both as branded content and original content.

- Conceptualizing, allocating budgets, and supervising the production process from story craft to picture lock.

- Some of the films I produced such as Mega-structures Louvre Abu Dhabi aired globally (183 countries), others regionally across the Asian Pacific Feeds.

Head of Creative, National Geographic Channels

Dubai, UAE | 2009 - 2012

In charge of all creative elements of the brand, as well as the programming grid.

- Offering creative solutions to clients across the brand's assets (TV, Digital, SM)
- Multiple regional awards for creative executions.

Post-Production Producer, Fortune Promo Seven (Agency)

Dubai, UAE | 2008 – 2009

Segment Producer, OTV Lebanon

Beirut, Lebanon | 2006 – 2008

Motion Graphics Producer, Arabic News Broadcast

Beirut, Lebanon | 2005 – 2007

Education

London Business School

August | 2023

Entrepreneurial Edge

Multiple Conferences and Seminars

Washington Aug | 2014

FOX Int | Washington USA

Producing for a Global Audience

4 weeks Training Program

Hong Kong Sep | 2013

National Geographic Hong Kong | Hong Kong

Branding and Creative Executions

4 weeks Training Program

Seoul May | 2011

National Geographic Korea | Korea Seoul

Bachelor of Science – 2007 / Graphic Design

Business and Computing University | Beirut Lebanon

Diploma - 2003

American University of Beirut | Beirut Lebanon
Informatics Technology

An avid reader of industry news and trends.

Personal Information

Traveller. Musician. Meditative Person. Charismatic and Funny (or so I'd like to think).