



# SARAH BENMOUSSA

PRODUCER

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- 🏠 Dubai
- [Portfolio](#)

## PROFESSIONAL SUMMARY

With 10 years of experience, I've built teams, led productions, and helped grow pages from 0 to 300M+ views and 5M+ followers. I've worked with brands, influencers, and media platforms to turn ideas into content that grabs attention and delivers results.

## CAREER HISTORY

**PRODUCER / PROJECT MANAGER** April 2024 to Present

DOSE OF EMIRATES

Dubai, UAE

- Scale the media from 0 to 200M+ views, 170K followers, and 26M engagements in less than a year.
- Lead and manage a team of 5 across all video projects, Keep projects on schedule and make sure every detail aligns with our brand.
- Partner with top UAE influencers to broaden reach and increase engagement (MaisVault, Kindy man, Mohamad Tarek, Amy Roko ...)
- Manage a high-value budget ensuring strategic allocation and optimization for maximum impact.

**HEAD OF BRAND AND CONTENT PRODUCTION** March 2023 to April 2024

AZCO REAL ESTATE BROKERS

Dubai, UAE

Content strategy to increase brand awareness :

- Launch of a podcast about real estate in Dubai
- Gamify shorts form videos on social media
- Highlights of the company knowledge in the industry

**CO-FOUNDER - EXECUTIVE PRODUCER** December 2019 to March 2023

YAZ & STUDIO MAJORELLE

Paris, France

STUDIO MAJORELLE – VIDEO PODCAST STUDIO AGENCY

Founded **France's 1st video podcast studio**, managing 10 creatives and collaborating with 100+ creators and brands to develop lead-generating strategies.

Key Achievements:

- Produced 500+ hours of content, including 100+ live events.
- Launched podcasts for startups & SMEs with long-term strategies.

Clients: HEETCH, L'OREAL, IFOP, THE FAMILY...

## YAZ (Media Launch)

Co-founded and led 20 content creators, achieving 50% MoM growth (+50M views in under a year) on YouTube and TikTok.

Managed full production process, delivering engaging, optimized content.

## PRODUCER

January 2016 to December 2019

*FREELANCER*

### Paris & Montreal

Created engaging video content for impactful campaigns with clients such as Greenpeace, M6, and Huawei.

Coordinated video production process, including managing teams, hiring actors, scouting locations, and managing budgets

## EDUCATION

### LA FLEC

Paris, France

Bachelor's degree, Cinematography and Film/Video Production

## SKILLS

- Team Building & Leadership
- Production Management
- Budget & Resource Allocation
- Content Strategy & Growth
- Problem-Solving & Execution

## LANGUAGES

- French (native)
- English (professional)