

Bassel Atout

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PMI-CAPM® Certified Creative Project Manager and Fred Kiesner Entrepreneurial Star Award recipient with **3+** years of creative and technical project-based experience. Background in coordinating cross-functional teams and full creative project lifecycles—from brand strategy and content development to technical production and performance analysis.

KEY SKILLS AND PROFICIENCIES

Adobe Photoshop and Creative Suite | Microsoft Excel and Office 365 Suite | Google Workspace Suite | Logic Pro X | Final Cut Pro X | Jira | Monday | Trello | Notion | Figma | Project Management | Creative Direction | Cross Functional Coordination | KPI & Performance Analysis | Visual Design and Branding | Creative Multimedia Production | Budgeting | English (Native) | Arabic (Native)

PROFESSIONAL EXPERIENCE

Marketing Project Coordinator

August 2024 – February 2025

Zapshot

Los Angeles, CA

- Developed and executed revitalized and high-performing Brand Ambassadorship Program, boosting target user retention and brand ambassador acquisition by **25%**.
- Designed multi-platform visual assets in **Adobe Creative Suite** and **Final Cut Pro X** to support user growth and engagement on social media.
- Coordinated experiential marketing campaigns, from planning to post-event KPI analysis, leveraging **Google Workspace** and **Slack** for performance tracking.

Creative Director

February 2024 – May 2024

FanHaven

Los Angeles, CA

- Designed and executed a cohesive brand identity for a ticketing startup with scarce budget and resources in time for StartUp showcase with **200+ attendees**, enhancing target market recognition and consistency by **20%**.
- Developed a full suite of creative assets using **Adobe Photoshop** and **Figma**, including logos, business cards, and event backdrops.
- Collaborated cross-functionally with founders via **Notion** to translate strategic vision into visual identity.

Merchandise & Sales Coordinator

March 2022 – Present

Sanad Collective

Los Angeles, CA

- Managed merchandise setup, transportation, and inventory for live events with over **3k** attendees, maintaining brand consistency and minimizing loss.
- Designed creative event setups and displays, enhancing brand perception, actively engaging customers, and maintaining consistent on-site presence.
- Increased on-site sales through strategic customer engagement and display design, contributing to **\$50k** in sales within the first year.

CREATIVE PROJECTS

Depth Perception – Creative Project Lead (Album Production)

- Produced and creative directed independent concept album project end-to-end, including music in **Logic Pro X**, video in **Final Cut Pro X**, and visual design in **Adobe Photoshop**, resulting in a cohesive multi-medium release cycle.
- Achieved over **3k+** organic music streams and drew **400+** attendees across multiple live shows, leveraging limited resources, grassroots promotion, and strategic audience targeting to successfully build and grow a fanbase.
- Designed and launched multi-channel social media marketing campaigns on **Instagram** and **TikTok**, and directed/edited music videos for **Youtube** to create coherent digital prescence and brand suite.

Waxheart – Music Producer and Team Coordinator (Original Horror Game Soundtrack)

- Composed and produced an immersive soundtrack using **Logic Pro X** aligned with the game's ambient horror theme and narrative pacing.
- Collaborated cross-functionally with game designers and artists to synchronize audio with visual gameplay elements.
- Improved workflow efficiency using **Trello**, enhancing coordination across a remote creative team.

EDUCATION

- **Bachelor of Business Administration, Entrepreneurship**
Loyola Marymount University

May 2024
Los Angeles, CA