

AHMED ALKARIM

ABUBAKR



CREATIVE DIRECTOR / INTEGRATED CAMPAIGNS · FILM · AI

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EXECUTIVE PROFILE

Dubai-based creative leader with 10+ years across advertising, brand storytelling and digital production in the UAE, Saudi Arabia and wider MENA. Combines conceptual art direction with hands-on film, social and AI-enabled creative workflows; leads multidisciplinary teams from insight and idea through production, client presentation and delivery. Experience spans government and destination brands, finance, FMCG, technology and entertainment.

05

CREATIVES LED

5+

CLIENT ACCOUNTS

UAE / KSA

REGIONAL SCOPE

05

GOLD CAMPAIGNS

PROFESSIONAL EXPERIENCE

PUBLICIS GROUPE / LEO BURNETT MEA / Dubai, UAE

Manager – Agile Creation Aug 2023 – Present

- Lead a team of five creatives delivering campaign concepts, branded films, design, motion and agile social content across more than five client accounts in the UAE and Saudi Arabia.
- Translate complex briefs into accessible regional stories, including ADREC real-estate communication across international promotion, leadership messaging, social explainers and national occasions.
- Drive creative development for brands and institutions across banking, technology, FMCG and public-sector communications, including work for FAB, Samsung and ADREC.
- Connect strategy, account, creative and production teams through concept reviews, visual direction, filming, editing and final delivery—balancing speed, craft and brand consistency.
- Apply generative AI to concept visualization, storyboarding and content-development workflows while maintaining creative judgment and hands-on production standards.

ASHARQ NEWS / Dubai, UAE

Senior Art Director 2022 – 2023

- Developed campaign and visual concepts for the Arabic-language news brand, partnering with MarComms leadership to connect communications objectives with distinctive execution.
- Took work from brief to approval and coordinated illustrators, photographers and specialist contributors across digital and brand communications.

EDELMAN MIDDLE EAST / Dubai, UAE

Senior Art Director 2019 – 2022

- Directed cross-platform visual campaigns, shaping ideas and art direction with creative leadership for regional clients and varied audience needs.
- Led designers and content creators, presented creative work to clients and coordinated final delivery across digital and traditional formats.

INDUSTRY RECOGNITION

5 Gold-winning campaign credits across MENA Effie, Festival of Media MENA and MEPRA, with further Silver/Bronze recognition. Selected awarded campaigns and years on page 2.



EARLIER EXPERIENCE

OMD EGYPT / Cairo, Egypt

Creative Art Director Apr 2015 – Aug 2017

- Built campaign concepts, storyboards and visual executions for major consumer brands, linking local audience insight with integrated advertising ideas.
- Presented creative routes to clients and worked with directors, photographers and illustrators to take approved concepts into production and launch.

BEE INTERACTIVE LTD / Cairo, Egypt

Creative Art Director

- Developed client-facing campaign concepts and led creative ideation across digital advertising briefs, from presentation through final execution.

MMGY GLOBAL / Dubai, UAE

Freelance Art Director

- Created visual concepts for client campaign assignments while protecting brand consistency through execution.

SELECTED CAMPAIGN RECOGNITION

2019 **MEPRA GOLD** Best Media Campaign — Arizona State University & Al Ghurair Foundation

2019 **MEPRA GOLD** Best Arts & Culture Campaign — AIUla

2017 **FESTIVAL OF MEDIA MENA GOLD** Best Use of an Influencer — Lipton Ice Tea

2016 **FESTIVAL OF MEDIA MENA GOLD** Best Experiential Campaign — Chipsy

2015 **MENA EFFIE GOLD** Brand Experience — Chipsy

Additional awards: MENA Effie Silver (Lipton Ice Tea, 2016) & Bronze (Pepsi, 2017); Festival of Media MENA Silver (Misr El Kheir, 2016).

SELECTED BRANDS & SECTORS

GOVERNMENT, REAL ESTATE & INVESTMENT ADREC · ADIO · Mubadala · MBRIF · UAE government communications

CULTURE, DESTINATION & TRANSFORMATION AIUla · King Salman Park · Oxagon / NEOM · Experience Abu Dhabi

FINANCE, TECHNOLOGY & CONTENT First Abu Dhabi Bank · Samsung · Meta · Asharq News

CONSUMER & FMCG Pepsi · Lay's · Chipsy · Lipton Ice Tea · Cheetos · Sadia · Ülker

CREATIVE CAPABILITIES

Integrated campaign concepts · Creative/art direction · MENA cultural storytelling · Team leadership & mentoring · Film direction and post-production · Social-first content systems · Stakeholder presentations · Brand systems · AI-assisted ideation and production

EDUCATION & TOOLS

EDUCATION Bachelor of Applied Arts, Graphic Design & Advertising — Art & Design Academy / Higher Institute of Applied Arts, Cairo

PROFESSIONAL DEVELOPMENT Creative Director Program — Miami Ad School (2025); Meta Facebook Blueprint, Levels 1–3 (2016)

PRODUCTION & AI Adobe Photoshop, Illustrator, Premiere Pro, After Effects · DaVinci Resolve · generative AI image/video workflows

LANGUAGES Arabic · English