

Ahmed AlKarim Abubakr

Creative Director, Filmmaker, Multimedia Producer

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Professional Summary

Passionate and results-driven Creative Director with over 10 years of experience in digital advertising, video production, and creative direction. Skilled in managing diverse teams, developing innovative campaigns, and driving impactful visual communication across various media platforms. Adept at leading multi-disciplinary projects, from conceptualization to final execution. Strong background in the advertising and media industry, with a deep understanding of audience engagement, brand identity, and storytelling.

In my spare time, I indulge in scuba diving, playing guitar, and exploring my love for Egyptology and travel.

Key Skills

- Creative Direction
 - Art Direction & Storyboarding
 - Photography & Videography
 - Video Production & Post-Production
 - Brand Strategy & Development
 - Team Leadership & Collaboration
 - Creative Content Creation
 - Graphic Design & Motion Graphics
 - Digital Marketing & Social Media
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Professional Experience

Publicis Groupe – Dubai, UAE

Manager – Agile Creation

- Led creative teams in developing agile content for digital marketing campaigns across various media channels.
- Managed end-to-end creative development, ensuring on-time delivery and adherence to brand guidelines.
- Spearheaded cross-functional collaboration between creative, strategy, and production teams.
- Delivered high-quality creative assets that exceeded client expectations and enhanced brand presence.

LEO MEA (Middle East & Africa) – Dubai, UAE

Manager – Agile Creation

- Developed and executed creative strategies for clients in diverse industries.
- Oversaw video production and creative content creation, maintaining consistency and quality.

- Coordinated with the creative team to brainstorm and present innovative ideas for campaigns.
- Managed stakeholder relationships, ensuring clear communication and project alignment.

Asharq News الشرق – Dubai, UAE

Art Director

- Created visual concepts for advertising campaigns in alignment with client briefs.
- Managed projects from concept through to execution, ensuring the final product met all client specifications.
- Collaborated with the Head of MarComms to develop creative concepts for impactful campaigns.
- Coordinated with illustrators, photographers, and other specialists to ensure project excellence.

Edelman Middle East – Dubai, UAE

Senior Art Director

- Directed visual campaigns across multiple digital and traditional media platforms.
- Worked closely with the Creative Director to develop innovative concepts that resonated with target audiences.
- Managed client relationships, providing regular updates and presenting final creative assets.
- Led a team of designers and content creators, ensuring the production of high-quality visuals.

MMGY Global – Dubai, UAE

Freelance Art Director

- Developed creative visual concepts for client campaigns, maintaining brand integrity.
- Delivered designs that communicated the essence of the client's message effectively to the target audience.

Bee Interactive LTD – Cairo, Egypt

Creative Art Director

- Designed and executed creative concepts for high-impact advertising campaigns.
- Led creative brainstorming sessions, collaborating with clients to develop tailored content.
- Ensured all deliverables were completed on time and aligned with client expectations.

OMD Egypt – Cairo, Egypt

Creative Art Director

- Responsible for creating visual concepts in response to clients' briefs.
- Took work from concept to final execution within deadlines.
- Gained an understanding of the target audience and the business that the advert is aimed at.
- Worked closely with the Creative Director to generate multiple concepts and develop creative campaigns.
- Produced effective advertising designs and concepts.
- Commissioned specialists, such as illustrators and photographers, for projects.
- Presented designs to clients and ensured final approvals were met.

Education

Bachelor of Applied Arts in Graphic Design & Advertising

Art & Design Academy – The Higher Institute of Applied Arts – Cairo, Egypt

2006 – 2011

Licenses & Certifications

Miami Ad School – Creative Director Program (Issued Mar 2025)

A prestigious and intensive program designed for forward-thinking creatives, equipping students with the skills necessary to lead innovative campaigns, from concept development to final execution.

Meta – Facebook Blueprint

- Level 1 (Issued Jun 2016)
- Level 2 (Issued Jun 2016)
- Level 3 (Issued Jun 2016)

Honors & Awards

- MEPRA Awards (2019) – Gold: Best Media Campaign (Arizona State University & Al Ghur air Foundation)
- MEPRA Awards (2019) – Gold: Best Arts & Culture Campaign (AIUla)
- Effie MENA Awards (2017) – Bronze: Food & Beverage Category (Pepsi)
- Festival of Media MENA (2017) – Gold: Best Use of an Influencer (Lipton Ice Tea)
- Festival of Media MENA (2016) – Gold: Best Experiential Campaign (Chipsy)
- Effie MENA Awards (2016) – Silver: New Products/Services (Lipton Ice Tea)
- Festival of Media MENA (2016) – Silver: Smart Use of Data (Misr El Kheir)
- Effie MENA Awards (2015) – Gold: Brand Experience (Chipsy)

Technical Proficiencies

- **Design & Production Software:** Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro)
- **Video Production:** Premiere Pro, DaVinci Resolve
- **Project Management Tools:** Asana, Trello, Monday.com
- **Marketing Tools:** Facebook Blueprint, Google Ads

Clients & Brands Worked With

- **Meta (Facebook)**
- **PepsiCo** – Pepsi, 7UP, Mirinda, Lipton Ice Tea, Lays, Chipsy, Cheetos, Doritos, Forno
- **NEOM & Oxagon**
- **FAB (First Abu Dhabi Bank)**
- **Mubadala, Miral, ADIO, Ghadan 21**
- **Ministry of Culture – KSA**
- **AIUla & Winter at Tantora Festival**
- **e& (Etisalat)**
- **The Executive Council Dubai** – City Makers, GOV Games
- **Locker**
- **Henkel** – Pril, Persil

- **Mazda, Hyundai, Chevrolet**
 - **Arla Foods** – Puck, Arla
 - **KFC**
 - **Power Horse**
 - **CAFU**
 - **B20**
 - **Ministry of Industry and Mineral Resources – KSA**
 - **KYOCHON**
 - **Sensodyne**
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References available upon request