

# AMINE NAIM

## Associate Creative Director

### PROFILE:

- Associate Creative Director with 10+ years of experience shaping high-impact campaigns across the Middle East.
- Proven track record in leading creative teams, building culturally relevant ideas, and delivering work that connects brands with people. Experienced across telecom, banking, FMCG, automotive, and government sectors.
- Blends strategic thinking with bold creativity to create ideas that drive both engagement and business impact.

### CORE EXPERTISE:

- Creative Direction & Concept Development
- Integrated Campaign Strategy (Digital, Film, Social)
- Brand Storytelling & Positioning
- Client Presentation & Stakeholder Management
- Team Leadership & Creative Mentorship
- Cultural Insight & Market Relevance

### CREATIVE APPROACH:

- Focus on building ideas rooted in human insight and cultural relevance, ensuring campaigns connect with audiences while delivering measurable value to brands.
- Strong belief that effective creative work combines simplicity, clarity, and strategic intent to achieve both engagement and business impact.

### LEADERSHIP:

- Lead creative teams across multiple campaigns and accounts
- Mentor and develop junior and mid-level creatives
- Collaborate cross-functionally with strategy, production, and account teams
- Present creative work to senior stakeholders and clients

### SKILLS:

- Concept Development & Storytelling
- AI Tools & Creative Technologies
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- UX/UI Knowledge
- C4D (Intermediate)
- After Effects (Basic)

### EDUCATION:

- Bachelor of Fine Arts in Graphic Design at Institut des Compétences Professionnelles
- Adobe & Microsoft Certifications | 3Ds Max

### SELECTED CLIENTS:

Mobily, STC Solutions, Samsung, Diriyah Gate Development Authority, Misk Art Institute, Saudia Airlines, Almarai, PepsiCo, Sting, Mirinda, Alfransi Bank, Alhollandi Bank, Riyad Bank, Samba Bank, SNB, AMC Cinemas, MG, Budget Rent a Car, Saudi Payments, ANB and others.

### ADDITIONAL INFORMATION:

Riyadh, KSA

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## EXPERIENCE:

### Associate Creative Director — FP7 McCann 2023 – Present | Riyadh, KSA

- Leading creative direction across multiple high-profile regional and global accounts, from strategic thinking to final execution
- Driving the launch of Mobily's "Ever Closer" positioning, redefining the brand's communication platform and emotional connection with audiences
- Spearheading major product and campaign launches including Mirinda Re-stage, Mirinda Plus, and Sting in KSA, building culturally relevant platforms for each
- Leading creative development for Samsung Galaxy Z Series (Z7), shaping a strategic campaign focused on shifting consumer perception and driving brand consideration
- Working on large-scale government and national initiatives including Diriyah Foundation and Diriyah Season, contributing to destination and cultural storytelling
- Collaborating on high-impact projects with Aramco, including campaigns around Formula 1 partnerships and experiences
- Managing and mentoring multidisciplinary teams, ensuring high creative standards across all outputs
- Presenting and defending creative strategies to senior stakeholders, building alignment between creative vision and business objectives

### Senior Art Director — The Bold Group 2021 – 2023 | Riyadh, KSA

- Led creative development across integrated campaigns, managing teams and ensuring consistency across platforms
- Played a key role in launching ANB's new brand identity and banking vision, translating strategy into a clear creative platform
- Contributed to major cultural initiatives including Misk Art Week, developing communication that connects with local audiences
- Collaborated closely with strategy and account teams to deliver cohesive, insight-driven campaigns across industries

### Art Director — Leo Burnett 2021 – 2022 | Riyadh, KSA

- Operated beyond role scope, taking on leadership responsibilities and guiding creative output on key accounts
- Led creative work for Saudi Arabian Airlines (SAUDIA), one of the region's flagship brands
- Played a key role in launching Jeddah Airport Lounge experience, enhancing brand perception through premium storytelling
- Contributed to the launch of the new Fursan loyalty platform, supporting customer engagement and brand repositioning
- Delivered multiple high-impact campaigns, strengthening brand presence across channels

### Art Director — Saatchi & Saatchi 2019 – 2021 | Riyadh, KSA

- Played a key creative role in the historic merger and launch of SNB (Saudi National Bank), following the integration of Samba and NCB
- Contributed to one of the region's largest financial rebranding initiatives, shaping communication during a critical transformation phase
- Actively involved in pitching and developing concepts for global and regional brands, contributing to new business growth
- Delivered integrated campaigns across banking and corporate sectors, balancing strategic messaging with strong creative execution

### Art Director — Heights Company 2018 – 2019 | Riyadh, KSA

- Undertook a strategic shift into event management and experiential marketing, expanding beyond traditional advertising
- Led creative direction and on-ground execution for events, managing cross-functional teams and external partners
- Gained hands-on experience in end-to-end event production, from concept development to live execution
- Strengthened leadership capabilities through real-time decision-making and team coordination in high-pressure environments
- Earlier Experience

### Senior Designer — M&M Agency 2014 – 2018 | Riyadh, KSA

- Built a strong foundation in design, branding, and visual storytelling across multiple client accounts

### Designer — Vision Advertising 2012 – 2014 | Riyadh, KSA

- Worked on creative executions across print and digital platforms

### Junior Designer — Sphere Communication 2010 – 2012 | Casablanca, Morocco

- Started career developing core design and production skills



## **AWARDS & RECOGNITION:**

### **TikTok Awards:**

Recognized for Best Campaigns, highlighting strong audience engagement and platform-native creativity

### **Athar Festival Awards:**

Highly Commended — Diriyah Season Campaign

Best Destination Campaign

Recognized for contributing to the positioning of Diriyah as a leading cultural and tourism destination through impactful and culturally relevant storytelling

Shortlisted — Diriyah Founding Day Campaign

Best National Day / Holiday Campaign

Acknowledged for delivering culturally resonant communication tied to national identity and celebration

Shortlisted — Budget Rent a Car Campaign

Best National Day / Holiday Campaign

Recognized for effective seasonal engagement and audience connection

Shortlisted — Diriyah Season Campaign

Best Innovative Campaign

Highlighting creative use of ideas and execution to deliver a distinctive brand experience

Shortlisted — Diriyah Season Campaign

Best National Development Campaign

Supporting large-scale national initiatives through strategic storytelling

Shortlisted — Diriyah Foundation Campaign

Best Government Campaign

Recognized for contribution to impactful communication within the public sector