



SHEHAB SOLIMAN

CREATIVE DIRECTOR 📍 RIYADH, SAUDI ARABIA 📞 +966567353047

◦ DETAILS ◦

Riyadh, Saudi Arabia
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◦ LINKS ◦

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◦ AREAS OF EXPERTISE ◦

- Branding and identity
- Advertising and marketing
- Digital and social media
- Content creation
- Client relationships
- Photography and videography
- Illustration and graphic design
- Copywriting and editing
- Event planning and execution
- Public relations
- Project Management
- Teamwork
- Leadership

◦ LANGUAGES ◦

English
Arabic

👤 PROFILE

I'm a visionary Creative Director with 20 years of experience, including 8 enriching years in Saudi Arabia. I've led high-impact campaigns that increased sales by 18% and boosted engagement by 40%. My strategic thinking has been key in revamping brands and creating new ones from scratch. I excel in cross-platform marketing and crafting compelling visual stories that connect with diverse audiences. Leading large-scale projects and creative teams, I thrive on delivering innovative solutions that drive business success. My journey is marked by a passion for storytelling and excellence.

📁 EMPLOYMENT HISTORY

Creative Director at Soulid, Riyadh

December 2023 — Present

- Managed and developed a mega awareness campaign followed by a launch campaign for the Ministry of Municipal and Rural Affairs under the name "Basmat Baladi." The campaign, aimed at sharing ideas to reduce the manifestations of distortion in society, included giving awards to the most creative ideas from participants in four different levels: individuals, municipalities and secretariats, private sector, and non-profitable sector. The campaign involved launching a website for participation and awareness, designing trophies and awards, creating a full campaign strategy, handling PR and media, organizing multiple workshops and small events, producing social media content, and orchestrating two mega events: one for launching the award and the other for the final event. "Achieved over 500,000 website visits within the first month, Increased social media engagement by 40%, Successfully organized workshops attended by over 1,000 participants, Generated extensive media coverage, resulting in a 30% increase in public awareness.
- I led a team and significantly boosted our capacity to achieve goals and meet deadlines by 30%. This improvement was driven by implementing a strategic approach that made task management smoother and more organized, ensuring we consistently met briefs. Additionally, I emphasized the importance of understanding Saudi Arabian culture, which not only improved our workflow but also fostered a more cohesive and motivated team environment. This cultural awareness was key to our success, allowing us to work more effectively and harmoniously together.

Associate Creative Director at VMLY&R, Riyadh

December 2021 — November 2023

- Managed large-scale campaigns for renowned brands under Al Jomaih sponsorship, including Chevrolet, GMC, Cadillac, and GAC, consistently delivering exceptional results.
- Developed numerous successful campaigns through social media and outdoor advertising, increasing sales by 15%.
- I led a team and significantly boosted our capacity to achieve goals and meet deadlines by 17%. This improvement was driven by implementing a strategic approach that made task management smoother and more organized, ensuring we consistently met briefs.

Senior Art Director at XELEMENT, Riyadh

August 2020 — October 2021

◦ HOBBIES ◦

Photography, Gaming, Traveling,
Sketching and Painting, Material
Crafting, DIY

- Developed a successful Ramadan Campaign for Al Nahdi pharmacies that increased sales for related products by 14%. The campaign utilized social media and included video development and production, social media posts, and art direction.
- Created a successful campaign for Herfy restaurants announcing the new family member to the Al Tortia sandwiches, which increased sales by 12%. The campaign was executed through outdoor and social media channels.
- Developed a brand revamp for the Saudi Esports Federation, repositioning the brand across the gaming and esports industry and aiding in the creation of multiple mega events such as Gamers Seasons and others.
- Developed an Eid campaign for the "SUPER" products (Super, Herfy, Super Chili, and Super Chicken) that increased sales by 11%.
- Participated in numerous pitching projects for clients such as STC, MOC, Flyadeal, Saudi Esports Federation, Burgrizzer, and Al Nahdi, winning a significant number of them, including several on the first attempt.
- Drove the creative process from concept to execution, achieving a 25% improvement in quality, consistency and culturally related across all projects.

Creative Art Director at FULLSTOP CREATIVES, Riyadh

July 2019 — July 2020

- Created and developed numerous visual supports for campaigns through social media and outdoor channels, covering all three clients of Mobily Telecom: Mobily Business, Mobily Consumer, and Mobily Brand.
- Led the brand revamp of Mobily Telecom, ensuring a modern and cohesive brand identity.
- Created the brand identity for Mobily Esports, establishing a distinctive and engaging visual presence.
- Developed the identity for the consumer legal certificates of the Ministry of Commerce (MOC), enhancing their professional and trustworthy image.
- Led creative projects for major brands, enhancing their market presence through innovative campaigns.

Art Director at DDB, Riyadh

July 2018 — June 2019

- Created the main art direction for the "Shebak Labak" winter campaign for Al Tayyar Travel company and developed it to fit various adaptations, including branches branding, outdoor, leaflets, website material, and social media.
- Created and developed more than 300 static and animated social media posts for Al Tawuniya Insurance Company, increasing traffic and engagement by 25%.
- Created and developed numerous social media posts and ads for Lebara Telecom and Unicharm, resulting around 20% increase in social media engagement.
- Directed artistic vision for advertising campaigns, achieving high client satisfaction and engagement.

Senior Art Director at Greenish Communication Group, Riyadh

January 2016 — June 2018

- Designed and developed various campaigns for Rotana's different channels, which significantly increased viewership and engagement for each program according to seasonal and marketing objectives, garnering high client satisfaction.
- Led a team of designers and content writers, helping them understand television materials and the film industry, which improved our outputs and led to approximately a 20% increase in project success.

Creative Art Director at HIT Creative Communication,

January 2015 — December 2016

- Developed art directions for multiple campaigns for the Food Bank, including "Hunger Train" and "Suk Al Udhia," resulting in a 10-13% increase in donations.
- Created and developed social media campaigns, art directions, and 3D designs for various companies in the construction sector, such as HDG, Arkan, and Blue90, boosting sales by over 10% for each company.
- Led a comprehensive brand revamp for Halwani Bros, including a launch campaign across TV, social media, and outdoor platforms, as well as complete

packaging redesigns for key products.

- Designed and developed booths, VIP gift items, and campaign art directions for Banque Misr, achieving high client satisfaction.

Creative Art Director at INTERMARK NETWORK, Heliopolis

January 2013 — December 2014

- Developed over 60 key visuals for numerous campaigns, significantly impacting the pharmaceutical industry for esteemed clients such as Nestlé, Abbott, Novartis, AstraZeneca, Pfizer, and more.
- Actively participated in multiple brainstorming sessions, contributing powerful ideas for campaigns, events, and other marketing initiatives.
- Supervised video and photography sessions, ensuring the implementation of art direction and creative concepts to achieve the desired visual outcome.

Junior Art Director | Art Director at Altitude Communications, Cairo

February 2009 — January 2013

- Created multiple visuals for prominent brands in the food and beverage industry, including Power Horse and Mousse.
- Developed multiple designs for stands, booths, and various point-of-sale (POS) materials, enhancing brand presence and customer engagement.
- Developed numerous digital artworks and designs for various websites, ensuring a cohesive and visually appealing online presence.

Graphic Designer | Senior Graphic Designer at Theme,

February 2005 — January 2009

- Designed and developed multiple project profiles for significant construction projects, including Mountain View, Al Waha, and others.
- Designed and developed both 2D and 3D branding content for numerous brands, including Segway and NBD.

Software and Hardware specialist at Zed Computers, Cairo

June 1999 — September 2001

- Collected and assembled computer parts, ensuring all components were synchronized and compatible.
- Installed operating systems and essential software tailored to each machine's specifications and user needs.
- Diagnosed, fixed, and repaired computer problems, ensuring optimal performance and user satisfaction.

Molds Polish, Fabrication & CNC Specialist at Alsolimani Factory, Cairo

June 1996 — September 1998

- Learned and mastered gold mold polishing techniques to ensure high-quality finishes.
- Assisted in the fabrication of molds, enhancing the precision and durability of final products.
- Operated CNC machinery efficiently, contributing to the streamlined production process.
- Played a key role in accelerating the overall production process, leading to improved factory output.



EDUCATION

Bachelor's Degree, Commercial and Advertising Art, Art & Design academy (Higher Institute of Applied Arts),

January 2002 — January 2007

High School Diploma, KMI High School,

January 1999 — January 2002