



Nader Sadek

Creative | Marketing | Branding | Communication | PR

Objective

I seek challenging a Senior Designer / Creative Head opportunities where I can utilize my creative skills for the success of the organization.

Snapshot

- Accomplished award-winning creative, branding and marketing specialist with more than 12 years of building well known brands for worldwide clients.
- Expert in leading corporate marketing and communications internally and externally for major entities; governmental, non-governmental and international companies.
- Self motivator and ability to handle tasks independently.
- Expert in concept and strategy development for large advertising campaigns.
- Able to handle corporate marketing tasks including brand positioning, CI guidelines development, agency pitch and relations.
- Highly creative individual with strong skills in team building, management, branding, creative solutions, communications and strategic planning.

Awards & Recognitions

Silver award, Dubai Printing International Awards 2014
Appreciation award, Masdar, HR Department, Staff Creative Campaign, 2013
Gold, Creativity International Awards | Best in BTL, Calendar 2013
Silver, Creativity International Awards | Best in Print Brochure 2010
Gold, International Business Awards | Best in Print - Creative Kit 2009
Bronze, Creativity International Awards | Best B2B Brochure 2008
Bronze, Logo & Branding Campaign for DHA, Dubai Lynx Awards 2008
Silver, Dubai Lynx Awards 2007
Appreciation award, Campaign ME awards 2006
Bronze, DDB, best creative, BTL 2005 & 2006
Silver, DDB middle east award, ATL Campaign 2006

Educational Background

Mass Communication Faculty, Cairo University, May 1999
BA in Graphic Design, Advertising and PR

Creative Workshops

Brand Management, Turkey, June 2006
Presentation skills course, Impact BBDO, Dubai, 2008
Creative workshop, JWT, Italy, May 2010
Creative Graphic Designs and Printing, New York, March 2015
Thinking Outside The Box, Florida - USA, February 2016



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Work Experience

April 2011 – present

Senior Graphic Designer / Creative Head

Masdar Institute of Science and Technology, Abu Dhabi - UAE

Duties & Responsibilities

- Develop creative campaigns and design concepts that meet the business objectives of Masdar Institute.
- Manage and co-ordinate all external suppliers including print, digital media, design and video shooting within budget in short time with high quality.
- Work with the marketing, strategy team and copywriters to develop concepts and present to management.
- Managing and directing photo shoots on time with creative art direction.
- Development and implement of the Brand strategy
- Manage and design promotional stands and events like WFES, Najah, Innovation Forum and US events with MIT.

October 2009 – April 2011

Creative Director

INK International Communications, Abu Dhabi, UAE

Duties & Responsibilities

- Managed creative, marketing and branding projects from concept to completion.
- Led 12+ creative team in ad campaign development to be more performance Controlled and monitored the marketing budget for ATL, BTL and events.
- Managed business development and new client pitches.
- Produced and managing large-scale projects with analytics based ROI driven components.
- Drove new business acquisition through strategic consulting for clients.

March 2005 – October 2009

Creative Director

Viola Communications, Abu Dhabi, UAE

Duties & Responsibilities

- Actively contributed to the growth of the agency, as it developed from a small company to a full-service communications company.
- Responsible for developing corporate branding activities which includes the overall strategic marketing trend as well as the positioning and budget development.
- Provided creative leadership, vision and inspiration for 12 professionals in graphics.
- Developed and execute strategic and tactical ATL & BTL marketing campaign to enhance and maintain the brand position in the market.
- Liaised with suppliers and advertng, PR, media, direct marketing and marketing research agencies.



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Sep. 2000 – March 2005

Senior Art Director

DDB World Wide Communications

Duties & Responsibilities

- Designed a variety of material for print and media for both ATL and BTL.
- Managed team of 4 designers
- Responsible for the designing press campaigns, brochure, catalogue, newsletter and creative for all CRM activities including the social media (FB, Twitter, LinkedIn).
- Coordinated with the photographer, agencies and vendors on all production projects which includes briefing, feedback and budgeting.

Skills **Marketing and Communication skills:**

Marketing Strategies & Campaigns
Corporate Marketing Communications
Creative Team Leadership
Product Positioning & Branding
Creative, Web & Print Design
Focus Group & Market Research
Development of Training Materials
Sales Collateral & Support
Public & Media Relations
Product & Brand Management

Excellent Knowledge of PC & Mac OS software:

Microsoft Office - Word, Excel, and Power Point
Adobe Photoshop
Adobe In-Design
Adobe Illustrator
Adobe light room

Language Skills	English	: Very good.
	Arabic	: Mother-tongue.

Personal Data	Date of birth:	20 May1978
	Nationality:	Egyptian
	Marital status:	Married
	Military service:	Exempt
	Visa Status:	Employment (Transferable)