

## Summary

"I am a creative director with 10+ years of experience leading cross-functional teams across Egypt and the UAE. Proven track record of crafting campaigns and driving business growth through innovative brand strategies. Passionate about creating impactful, engaging content that connects with diverse audiences."

## Contact

+201148714814 (Mobile)  
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## Top Skills

Team Leadership  
Campaign Development  
Brand Strategy

## Languages

English (Professional Working)  
Arabic (Native or Bilingual)

# Mohamed Ali

~~Noel~~ Director

## Experience

### Big Move Agency

#### Creative Director

January 2021 - Present  
Dubai, United Arab Emirates

- Leading creative teams in Egypt and the UAE to develop impactful campaigns for MENA markets.
- Spearheading brand strategy and campaign execution for top clients, driving both creative and business growth.
- Fostering a collaborative and innovative environment to produce high-impact work.

#### Creative Associate

May 2018 - December 2020  
El Sheikh Zaid, Al Jizah, Egypt

- Played a key role in ideation and execution of creative campaigns for high-profile clients.
- Collaborated with marketing teams to ensure cohesive brand messaging across multiple platforms.
- Developed innovative concepts that elevated brand visibility and engagement.

## Freelance

#### Creative Associate

October 2015 - May 2018

- Directed creative strategies for Qarar Ezala Band and other freelance projects in the entertainment industry.
- Delivered branding, event planning, and social media strategies tailored to client goals.
- Worked with diverse industries, building creative solutions to enhance audience engagement.

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~~Neofal~~ Director

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## Mafahim Advertising Agency

### Creative Associate

January 2013 - October 2015

Cairo Governorate, Egypt

- Collaborated with multinational clients like Danone, Mars, P&G, and PepsiCo on various creative projects.
- Contributed to the development of brand strategies that significantly increased engagement and market visibility.

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## Education

### Cairo High Institute of Cinema

Bachelor's degree, Film Directing · (2020)

### Arab Academy for Science, Technology and Maritime Transport

Bachelor of Architecture - BArch, Environmental Design · (2008 - 2017)

### Helm El Noor Association

Certificate, Film Directing · (2018)

### Reflection Institution for Training & Development

Certificate, Project Management · (2017)