

MAJED DAGHER

majeddagher@gmail.com

<Creative Director>

Innovative and detail-oriented professional with more than 9 years of experience managing creative teams and advertising campaigns offering an advanced understanding of multi-platform campaign creation, graphic design techniques, project management, brand planning and Photography. Leverages team leadership abilities throughout multitude of creative projects and marketing campaigns resulting in continuous success. Currently seeking opportunities to showcase accumulated talents.

CORE COMPETENCIES

- External Stakeholder Management
- Creative Strategy Implementation
- Interpersonal Communication
- Multi-Platform Campaign Creation
- Brand Identity & Development
- Team Leadership & Project Mgmt.
- Photography
- Graphic Design
- Corporate Branding

Language Profile: Fluent in English, French & Arabic

PROFESSIONAL EXPERIENCE

Creative Consultant (CFLI, Project-Based) | [Embassy of Canada in Turkey](#) | Ankara, Turkey

2021

Notable Contribution:

- ✓ **Successfully developed and executed the preparation of two video documentaries to promote projects supported by the Canadian Embassy's Canada Fund for Local Initiatives in both Turkey and Georgia.** Presented advice to the Embassy's Management Team on communications plan, collaborating with various service providers to develop effective videos maximizing viewers from target audiences in both locations.

Key Responsibilities:

- Devising, implementing, and producing all elements of the video documentaries. Communicating frequently with Embassy team to meet the expectations in line with their strategic objectives.
- Hiring and collaborating with videographers, graphic designers, and video editors to fulfil the video requirement.

Creative Director (Project-Based) | [Breakthrough](#) | London, UK

2017 – 2018

Notable Contribution:

- ✓ **Successfully organized and implemented all marketing materials for 2018 National Iraq Election.** Collaborated with project manager and other project coordinators to devise and implement creative strategies before hiring appropriate individuals to execute campaign plan.

Key Responsibilities:

- Acted as creative director during *2018 National Iraq Election*, spearheading the conceptualization and execution of creative marketing strategies by managing team of designers, art directors, and copywriters. Trained team of citizens from Iraq while working at Baghdad municipality.
- **Frequently worked independently while developing innovative marketing strategies for entire election**, increasing awareness to increase campaign interest resulting in more voters.

Creative Director (Project-Based) | [In2-Communications](#) | Istanbul, Turkey

2017

Key Responsibilities:

- Functioned as creative director by overseeing designers, art directors, video editors, and social media managers while simultaneously training different branches of international employees to improve graphic design techniques.

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- **Launched and branded politically-sensitive radio station to broadcast content in the Raqqa, Syria** area by creating and establishing the brand identity of the station

Creative Director & Operations Manager | [Rizk Advertising & Havas MEA](#) | Khartoum, Sudan **2012 – 2015**

Main Clients: JTI (Japan Tobacco International) | LG | Samsung

Key Responsibilities:

- **Successfully functioned as both creative director and operations manager for large-scale, international media company**, diligently overseeing team up 15 people throughout creative campaigns while simultaneously communication project progress to senior officials at company headquarters.
- Cross-functionally collaborated with multitude of departments and clients, ensuring graphic designers, art directors, and finalizers were on-schedule to complete tasks while concurrently fostering general client satisfaction.
- **Managed and monitored entire creative process, supervising all aspects of projects**, checking in with company accounting personnel to track progress. Organized office costs and expenses and completed other financial duties including forecasting by ensuring financial plans and quotes were accurate in regards to retainer fees and rate cards.

Lead Creative Officer | [Rizk Advertising & TBWA MENA](#) | Kabul, Afghanistan **2010 – 2012**

Main Client: MTN Group (Mobile Telecommunications Company)

Senior Art Director | [TBWA RAAD](#) | Riyadh, Saudi Arabia **2010**

Main Client: Almarai Saudi Arabia

Senior Art Director | [Impact BBDO](#) | Riyadh, Saudi Arabia **2010**

Main Clients: Mobily (Mobile Telecommunications Company) | Bank of Riyadh

Art Director | [JWT](#) | Jeddah & Riyadh, Saudi Arabia **2005 – 2010**

Main Clients: STC (Saudi Telecom Company) | SABB (Saudi Arabia British Bank) | Unilever | MBC1 (TV Station)

ADDITIONAL NOTEWORTHY EXPERIENCE

• **Creative Director/Photographer** [MD Advertising&Photography \(Self Employed\)](#) | [Independent](#) | Various Locations **2016 – 2021**

Performs photo shoots independently and in collaboration with famous Turkish photographers, marketing available services via business cards and Instagram to successfully photograph events including concerts, newborns, families, and weddings. Travelled to Africa, Asia, Europe, and the United States to conduct photo shoots for wildlife photo exhibitions.

• **Creative Director/Film Director** [MD Advertising&Photography \(Self Employed\)](#) | [Independent](#) **2021**

The Canada Fund for Local Initiatives in Ankara-Turkey hired me to execute 2 video documentaries showcasing their projects in Turkey and Azerbaijan. During this project I was directing a camera man and a video editor/ animator plus a copywriter.

• **Freelance Film Director** [MD Advertising&Photography](#) | [Independent](#) | Various Locations **2019**

Organized a team of volunteers to create documentary showcasing stray dog problem in Turkey. Filmed for up to 3 months utilizing cameras, drones, and other videography-related equipment before inviting activists from around the world to view video screening during large launch event featuring upwards of 200 people in Ankara. Executed awareness demonstrations, speeches, and testimonials and distributed excellence trophies to deserving activists based on past work.

• **Language Interpreter (Project-Based)** | [International Organization for Migration \(IOM\)](#) | Ankara, Turkey **2016 – 2021**

Acts as Arabic-English and as Arabic-French interpreter for IOM, assisting with refugee resettlement missions to multitude of countries including France, Belgium, Croatia, Luxembourg, Finland, Norway, Portugal, and Canada.

• **Canadian Embassy Associate (Emergency Basis)** | [Canadian Embassy](#) | Ankara, Turkey **2016**

• **Volunteer Language Interpreter** | [Ottawa Community Immigration Services Organization \(OCISO\)](#) | Ottawa, ON **2015**

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EDUCATION

Social Media Course

Exp. Grad 2022

Algonquin College (Online Continuing Education) | Ottawa, ON

I Know Gender Course (Introduction to Gender Equality for UN Staff)

2019

IOM | Turkey

Masters' Degree, Fine Art in Advertising (Selected Coursework)

2014 – 2016

University of San Francisco (Academy of Art) | San Francisco, CA

Achieved a degree equivalent to a Masters' Degree in advertising as determined by the World Education Services organization in Toronto, ON.

Bachelor of Arts, Graphic Design

2002 – 2005

Business & Computer University College | Lebanon

Achieved a degree equivalent to a Bachelor's Degree in Graphic Design as determined by the World Education Services organization in Toronto, ON.

TECHNICAL ACUMEN

Adobe Creative Suite (Photoshop, Illustrator, Lightroom, InDesign, XD, Premiere, Rush) | Microsoft Office (Word, Excel, PowerPoint) | Final Cut Pro