

AHMED NAZZAL

Creative Director

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SUMMARY

if you love what you do you'll never work

My experience includes board-level agency management, shaping and developing creative departments and processes to accommodate pitch wins, and setting the benchmark for creative excellence.

Currently, the Regional Creative Director at CODE Communications, I built my career on diverse foundations, with beginnings as Art Director for various companies, rising to Creative Director at Ogilvy & Mather in 2012. In 2016, I established and served as Creative Director for Nxting, using my creative skills in concept development and creative strategy to build a concept from the ground up.

I delivered several keynote talks at major industry events and conducted advertising and creativity workshops in the modern world with clients such as the King Khalid Foundation (KKF), Volkswagen, STC, and Universities such as Princess Nourah Bint Abdul Rahman University and Effat University.

I have also won multiple advertising awards for my contributions to the KKF's "No More Abuse" campaign.

I always take pride in inspiring others and weaving creative heartbeats throughout the agencies with which I worked for. I have managed and led large creative departments, and successfully executed the brand strategy for many blue chips; firmly standing by the belief that every brand has a creative flow that is the key to success and sustainability. Through my marketable and trusted work, I have built valuable relationships with many renowned companies, including Virgin Mobile, American Express, Volkswagen, Huawei, Saudi Telecommunication Company, Saudi Aramco, Alrajhi Bank, Alinma Bank, Almarai, Rotana Media Group, and King Khalid Foundation.

I enjoy photography, cinematography, drifting, and kickboxing; and take pride in my vinyl record collections which house many limited edition rare and old releases. also inspired by travel, with 68 countries already marked off of my list, and more to come!

SKILLS

- excellent leadership and interpersonal skills as well as the ability to inspire the creative team to give their best
 - strong written and verbal communication skills, as well as presentation skills in order to make outstanding pitches
 - plenty of creative ideas and an understanding of the clients' vision
 - an awareness of current trends in advertising and design
 - a self-starting attitude and an open outlook
 - resilience under pressure and against deadlines
 - an understanding of how creative roles complement other departments, such as finance and data management
 - knowledge of the software and applications involved in the creative process
 - skills in managing people, projects and resources.
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WORK EXPERIENCE

Code Comms, Riyadh , Saudi Arabia
Regional Creative Director

2019 – Present

- Building an environment for the creative team to work in and overseeing their ideas and projects
- Taking responsibility for the creative philosophy and the standard of output across the agency or department
- Developing ideas for advertising or promotional campaigns
- Pitching concepts to clients if you work at an agency, or presenting to directors if you work in-house
- Overseeing several projects from start to finish, keeping to deadlines, and signing off on these projects before they are presented
- Liaising with clients to keep them informed and to highlight any issues
- Understanding the commercial aspects of the agency or marketing department
- Hiring and managing the creative team.

Nxtting, Riyadh , Saudi Arabia
Founder/Regional Creative Director

2016 – 2018

Ogilvy & Mather, Riyadh , Saudi Arabia
Creative Director

2012 – 2016

Ogilvy & Mather, Riyadh , Saudi Arabia
Associate Creative Director

2008 – 2012

Ogilvy & Mather, Riyadh , Saudi Arabia

Sr. Art Director

2005 – 2007

POC, Istanbul , *Turkey*
Art Director

2001 – 2003

EDUCATION

Bachelor of Visual Communication
Design, 2001
University of ASU, Amman , Jordan

AWARDS

- KING KHALID FOUNDATION WOMEN'S DOMESTIC ABUSE IN KSA, D&AD
 - KING KHALID FOUNDATION WOMEN'S DOMESTIC ABUSE IN KSA, Cannes Tribute
 - KING KHALID FOUNDATION WOMEN'S DOMESTIC ABUSE IN KSA, Dubai Lynx
 - KING KHALID FOUNDATION WOMEN'S DOMESTIC ABUSE IN KSA, Effie
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LANGUAGES

- English
 - Arabic
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HOBBIES

- photography
- cinematography
- drifting
- kickboxing
- inspired by travel, with 68 countries already marked off of my list, and more to come!