

AHMED NAZZAL

Regional Creative Director | Creative Producer | Founder

Riyadh, Saudi Arabia | +966 50 284 6803
anazzal2014@gmail.com

www.ahmed-nazzal.com

PROFILE

Most brands don't fail because of lack of budget.
They fail because they settle for average.

I've spent 24+ years fixing that.

Creative Director and Producer with a track record of building ideas that don't just look good but move people, shift perception, and drive business.

From global networks like Ogilvy to founding and scaling agencies, I've led creative teams, built systems, and delivered work for some of the region's most influential brands.

I don't separate strategy, creativity, and production.
I build them as one system—because that's how real impact happens.

CORE EXPERTISE

- Creative Direction & Leadership
- Brand Strategy & Positioning
- Integrated Campaign Development
- Film & Cinematic Storytelling and Production
- Digital & Content Strategy
- Creative Operations & Workflow Design
- Pitch Leadership & Client Strategy
- Team Building & Talent Development
- Data-Informed Creative Thinking
- Specialize in AI-powered content creation
- Workflow innovation across multiple platforms

PROFESSIONAL EXPERIENCE

DoFilm Agency – Riyadh, Saudi Arabia

Regional Creative Director | Creative Producer
2021 – Present

Built a creative and production ecosystem designed to eliminate the gap between idea and execution.

- Founded and scaled an integrated creative + production model under one roof
- Led multidisciplinary teams delivering high-impact campaigns and film content
- Developed growth strategies based on modern marketing thinking and audience behavior
- Positioned the agency as a cinematic-first creative partner
- Built workflows that increased speed, quality, and scalability of output

Code Comms – Riyadh, Saudi Arabia

Regional Creative Director 2019 – 2021

Where speed meets thinking and most agencies fall behind.

- Led transformation into a digital-first, real-time content environment
- Integrated data, technology, and creativity into campaign strategy
- Delivered high-volume content without sacrificing idea quality
- Designed user-centric experiences across digital platforms

Nxxting – Riyadh, Saudi Arabia

Founder | Regional Creative Director 2016 – 2018

Started from zero. Built for impact.

- Founded and launched an integrated creative agency
- Built and led the creative team, culture, and philosophy
- Set the standard for output across all projects
- Introduced modern marketing approaches driven by insights and trends
- Managed hiring, development, and performance of creative talent

Ogilvy & Mather – Riyadh, Saudi Arabia

Creative Director / Head of Creative 2012 – 2016

Where scale meets responsibility.

- Led end-to-end creative development across major accounts
- Translated business challenges into clear creative strategies
- Managed large multidisciplinary teams and complex campaigns
- Oversaw pitches, budgets, timelines, and profitability
- Built and mentored creative teams across multiple disciplines

Associate Creative Director 2008 – 2012

Senior Art Director 2005 – 2007

POC – Istanbul, Turkey

Art Director 2001 – 2003

Where it started.

- Developed visual concepts and campaigns across regional markets
- Built the foundation for design, storytelling, and brand thinking

SELECTED CLIENTS

Saudi Aramco | STC | Virgin Mobile | American Express | Volkswagen | Huawei |
Al Rajhi Bank | Alinma Bank | Almarai | Rotana Media Group | King Khalid Foundation | LG | Volvo

• AWARDS

- Cannes Recognition – King Khalid Foundation Campaign
- D&AD Award – Social Impact Campaign
- Dubai Lynx Award
- Effie Award

Awarded for work that didn't just win t made a difference.

EDUCATION

Bachelor of Visual Communication Design
2001

LANGUAGES

- Arabic (Native)
- English (Fluent)
-

PERSONAL INTERESTS

- Photography | Cinematography | Kickboxing | Drifting
- Collector of rare vinyl records
- Traveled across 68+ countries—learning how culture shapes ideas

PERSONAL PHILOSOPHY

If it's safe, it's forgettable.
If it's forgettable, it's useless.

I build work that doesn't sit quietly.
It moves, challenges, and delivers.