

Omar Saraya
Creative Director
The Media Republic

Specialized in creating concepts

Personal Data

Date of Birth: August 16, 1984
Place of Birth: Egypt
Nationality: Egyptian

Art & Design Academy 2009

Bachelor of Advertising

Awards and Honors 2008

Certificate of Achievement, Art of Advertising Council AAC of the International Conference on Global Economy, AUC, winter 2008

Certificate of Participation by Fortune promoseven in recognition of attending and showing creative and enthusiasm in the International Conference on Global Economy, AUC, winter 2008

Worked on a mixture of 360° campaigns and projects for major international brands, as well as several local/regional clients covering both ATL and BTL media and package designs.

Attended ATL campaign shoots and radio sessions.
Clients: Coca Cola, Vodafone, Mobinil, P&G, Pepsi, adidas, Samsung, Nestle, Americana, Volkswagen, Cib, Kuwadico, Undp, Al Marai, Juhayna, Lamar, Unilever.

Associate Creative Director Brandworx 2016

My role includes heading the creative division of the agency and extending the agency's capabilities and services by building a new brand folio clients and a new creative team that is capable of delivering strategic communication through TV commercials and digital channels, drive the creative vision of the agency and managing the creative team of art directors and designers. Also, responsible for;

Creative strategy and creative direction of the campaigns from proposal to product.

Conceptualizing and directing compelling visuals.
Operational processes and systems for streamlined creative execution and production.

Associate Creative Director / Sr. Art Director LOOK advertising 2014 - 2016

My role was to develop strategic creative campaigns, leading all aspects of advertising ideation, Creative and art direction, ensuring that the campaigns and activations are strategically aligned with other media channels.

Managed key brands such as MINI, Beyti, Crystal Asfour, City Centre, Nestle Icecream, helping them engage brand communities and customers..

Senior Graphic Designer - Art Director Identity Communications 2011 -2014

Conceptualizing and designing compelling BTL communication art works, ensuring latest trends and techniques in design and printing solutions, meeting requested client briefs and deadlines.

Scheduling, monitoring and reporting day-by-day activities.

Monitoring finalized art works with print house in printing phase.

Supervising junior and senior graphic designer skills and deliverables, maintaining productivity effectiveness and efficiency.

Worked on key brands such as VolksWagen, Mobinil, Samsung, Coca Cola, helping them engage brand communities and customers.

Graphic Designer Core Publications 2010 - 2011

Designing editorial pages of the previously top leading Publications in Egypt (Campus, G-Mag, E7na).

Working on cover pages and editorials, Illustrating Various shapes and typographic type faces.

Finalizing the Publications to ready for production.

Graphic Designer Fotune Promoseven 2009

I joined a team that was handling 4 key accounts (mcdonalds, Heinze, HSBC, Unionaire).

Contacts

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