AHMED ELRAMLAWY

CREATIVE DIRECTOR

Brand Strategy | Integrated Campaigns | Live-Action Direction | AI Film Production
Al Khobar, Saudi Arabia | +966 50 799 7589 | info@ahmedelramlawy.com
Portfolio: https://linktr.ee/theramalwy

PROFESSIONAL SUMMARY

Creative Director with 13+ years across Saudi Arabia, the UAE and Egypt, leading large-scale integrated campaigns across digital, social, retail, offline, OOH and film. Combines live-action direction with hands-on AI film production, leading work from concept and storytelling through storyboards, shoots, AI workflows and rollout. Has led teams of up to 23, managed 14 direct reports across three countries, and secured creative approvals from Hyundai's manufacturer team in Korea. Brings senior creative leadership together with practical production execution across retail, events, travel, automotive and national campaigns, with selected work featured on Ads of the World.

CORE EXPERTISE

Creative Direction | Art Direction | Brand Strategy & Identity | Integrated Campaigns | Concept Development | Storytelling | Storyboarding | Mood Boards | Live-Action Direction | AI Film Production | Event Creative | OOH | Social Media Creative | Agency Briefing | Production Coordination | Creative Approvals | Team Leadership | Training & Mentoring

TOOLS & AI WORKFLOW

Adobe Creative Cloud: Photoshop, Illustrator, After Effects, Premiere Pro | ChatGPT | Claude | Gemini | Midjourney | Nano Banana | Kling | Seedance | Veo | AI image, video and voice workflows | Storyboarding and mood-board development

PROFESSIONAL EXPERIENCE

Creative Director (functional role; official title: Creative Manager) | eXtra United Electronics Co.

Saudi Arabia | Functional role: Creative Director | Official HR title: Creative Manager | Dec 2024 - Present

- Lead seven direct reports and own creative direction for large-scale 360 campaigns, translating briefs into concepts, stories, mood boards, storyboards, production and rollout across digital, social, retail, offline, OOH and film.
- Led two Saudi National Day editions using two production models - one live-action and one produced entirely with AI - demonstrating end-to-end capability across traditional and AI-led production.
- Delivered recurring Ramadan and Back to School campaigns across two annual editions each, plus Mega Sale, building each campaign as a full creative system spanning hero content, key visuals, retail assets, outdoor executions and platform-specific formats, sizes and cuts.
- Select and brief agencies and production houses, then supervise shoots on location and approve scenes against the agreed creative direction to protect consistency through final delivery.
- Personally execute most stages of AI campaign film production while directing the team on supporting assets, continuity and brand consistency.
- Extended major campaign ideas into landmark-scale OOH, including multiple Kingdom Tower placements, while maintaining consistency across the wider online and offline rollout.
- Earned international creative visibility with selected campaign projects featured on Ads of the World.

Creative Director | Promovision

Primarily remote, serving Saudi Arabia | 2023 - Dec 2024

- Directed a team of about 20 through five direct reports across design, motion, artwork finalization and on-site installation, enabling delivery of large-scale events and brand experiences.
- Led design and video creative for Al Majdouie projects across Hyundai and Peugeot, securing creative approvals directly from Hyundai's manufacturer team in Korea.
- Developed concepts and creative direction for large-scale national celebrations, corporate events and brand experiences across NEOM, Ministry of Tourism, Ministry of Sport, Saudi Automobile and Motorcycle Federation, Tawuniya, KAUST, CEER, Maersk and Basamh Group, translating master ideas into multiple physical and digital touchpoints.

Creative Director, then Managing Creative Consultant | TBO.COM

United Arab Emirates | Creative Director 2022-2023; Managing Creative Consultant 2023-2024 | 2022 - 2024

- Managed 14 direct reports across three countries - eight in India, four in Egypt and two in Dubai - coordinating a distributed creative operation for TBO.COM and sister brands Zamzam and Kizan.
- Led creative direction across travel, tourism, Hajj and Umrah communications, spanning brand campaigns, email creative and production.
- Directed Kizan's launch film and continued supporting the business as Managing Creative Consultant after the full-time Creative Director role.

Art Director | Hewar Group

Egypt | 2021

- Led eight creatives - six designers and two animators - on an AlUla event project covering event identity, key visuals and print collateral in coordination with the Saudi-based Creative Director.

Art Director | Tarek Nour

Egypt | 2020 - 2021

- Led a 23-person team across campaigns, OOH, events and digital launches, including concept-to-execution work for an IKEA store-opening event and ACE online-store launch in Dubai.
- Oversaw design for Shell OOH, Dole Nature's Heroes and Snickers billboard and social creative across multiple campaign formats.

Art Director | Sendian Creations

Egypt | Joined 2017 as Senior Graphic Designer & Illustrator; promoted to Art Director after one year | 2018 - 2020

- Led a five-person design team across integrated campaigns, branding, social media and website design, while training interns in advanced graphic design.
- Directed the Grundfos campaign across OOH and social media; its YouTube video reached one million views, supported by extensive outdoor placements across Egypt.
- Directed creative and website design for the Ahmed Mourad event project, spanning event branding, digital and social execution.

Earlier Career | Merkavy & Freelance

2013 - 2017

- Merkavy, Egypt: Graphic Designer (2014-2015), promoted to Senior Graphic Designer (2015-2017), creating brand identities and social media creative across client accounts.
- Freelance Graphic Designer (2013-2014) before joining Merkavy full time.

EDUCATION

Bachelor of Laws | Menoufia University, Egypt | 2017

LANGUAGES

Arabic: Native | English: Professional working proficiency