

Mohammad .A. Safi | MSc | Creative Director & Marketing Strategist

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As a Creative Director with 16 years of experience, I transform ambitious creative visions into market-leading brand realities, now amplified by strategic AI integration. My expertise is in blending design innovation, strategic branding, and integrated marketing to craft compelling narratives that drive measurable business growth, particularly within large-scale events and entertainment.

I have a proven track record of leading complex, large-scale initiatives—from global rebranding to multi-channel campaign deployment, including high-profile events—ensuring creative excellence, strategic objectives, and market impact are always in sync. I excel at fostering innovation and strategic collaboration, leveraging AI tools to streamline workflows, accelerate concept development, and deliver exceptional, high-ROI creative and marketing outcomes. I am now seeking to apply my extensive experience in strategic creative leadership and market planning to new challenges within large-scale infrastructure, event, or real estate environments.

CORE COMPETENCIES

- **Creative Direction & Vision:** Defining and championing overarching creative vision for global brands and multi-channel campaigns. Led creative strategy for projects valued at over \$50M, achieving brand consistency across 10+ markets.
- **Branding Strategy & Development:** Expertise in developing, launching, and managing robust brand architectures, positioning, and comprehensive guidelines for global enterprises. Successfully executed 5+ global rebranding initiatives, increasing brand recognition by an average of 20%.
- **Integrated Marketing Strategy:** Designing and executing comprehensive marketing plans across multiple channels (Digital, Email, Social, Experiential). Drove customer engagement by 30% through integrated campaigns.
- **Marketing Planning & Execution:** Proven ability to develop and execute marketing campaigns, ensuring optimal deployment of resources and creative assets. Managed marketing budgets up to \$10M, consistently delivering projects within 5% of budget.
- **Team Leadership & Creative Talent Development:** Building and mentoring high-performing creative teams (15+ members). Fostered a culture of innovation, resulting in a 25% increase in creative output and a 15% reduction in project timelines.
- **Cross-functional Coordination & Integrated Marketing Collaboration:** Orchestrated complex projects requiring seamless collaboration across diverse departments (Marketing, Sales, Product Development). Improved project efficiency by 20% through enhanced cross-functional workflows.
- **Stakeholder Management & High-Profile Market Communication:** Effectively communicated with C-suite executives and external partners. Secured buy-in from stakeholders on 90% of strategic initiatives.
- **Analytical Skills & Data-Driven Marketing Decision Making:** Applied strategic analytical capabilities to project performance, market intelligence, and customer data. Optimized campaign performance, leading to a 15% improvement in marketing ROI.
- **Project Management Tools & Creative Workflow Familiarity:** Practical understanding of project management principles and methodologies. Managed 20+ projects annually, ensuring timely delivery and adherence to quality standards.

GLOBAL BRAND EXPERIENCE

I've led and delivered strategic design and marketing solutions for renowned global brands including McDonald's, Adidas, Clarks, Boots, and Sports Direct. Collaborating with these blue-chip clients has enabled me to drive creative vision with business objectives, producing visually engaging work that resonates with audiences and drives measurable brand impact.



PROFESSIONAL EXPERIENCE



Project Service Manager | Events & Entertainment | Oct 2025 - March 2026 | Riyadh, Saudi Arabia - Contract

- Directed end-to-end strategic management and creative direction for multi-channel marketing campaigns for key Diriyah assets, ensuring alignment with company's ambitious brand and development goals.
- Provided high-level creative oversight for the product lifecycle, applying expertise in Ad, Brand, and Visual Design to translate strategic marketing objectives into premium, brand-consistent collateral across all digital and experiential touchpoints.
- Implemented integrated marketing planning, serving as the primary strategic liaison, integrating project services with broader Digital, Email, and Brand Marketing initiatives to ensure a unified market approach.
- Championed data-informed approach to track key performance indicators (KPIs) and drive innovation, significantly enhancing campaign efficiency and the quality of marketing deliverables.



EUREKA CREATIVE LAB Creative Director | Nov 2023 - Oct 2025 | London, United Kingdom - Contract

- Defined and executed comprehensive creative strategies, ensuring direct alignment with overarching brand goals and market positioning.
- Collaborated with cross-functional teams (Marketing, Product Development) to integrate creative solutions into broader business strategies, enhancing creative assets and optimising multi-channel campaign deployment.
- Boosted team productivity by 7% through improved utilisation and process management, showcasing analytical skills applied to optimising the creative production pipeline.
- Developed and championed innovative creative solutions for complex market challenges, enhancing user experience and driving measurable results.

CHEETAH DIGITAL (Previously - Experian) Creative Director, EMEA | May 2018 - Oct 2023 | London, United Kingdom

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- Managed and mentored a team of 17 designers and 6 developers, providing strategic guidance and fostering a collaborative environment to deliver high-quality, complex creative initiatives across the EMEA region.
- Owned the creative direction and execution of client campaigns and projects, ensuring strict alignment with overarching marketing strategies and business objectives.
- Oversaw significant strategic and marketing campaign budgets and timelines, ensuring efficient resource allocation and on-time delivery of strategic marketing assets.
- Presented and pitched creative concepts and strategic marketing plans to senior clients and stakeholders, effectively communicating the value and market impact of creative direction.

CHEETAH DIGITAL (Previously Experian) Head of Creative | June 2017 - May 2018 | London, United Kingdom

by MARIGOLD

- Owned the creative direction and execution of client campaigns and projects, ensuring strict alignment with overarching marketing strategies and business objectives.
- Established and enforced brand guidelines across all client-facing and internal creative assets, ensuring 100% brand consistency and elevating brand equity across diverse marketing channels.
- Led the conceptualisation and development of key marketing campaigns, translating market research and strategic briefs into actionable creative plans that drove measurable engagement and conversion.
- Consulted with clients on design concepts, best practices, and usability, effectively presenting ideas and pitching strategic creative plans to ensure alignment and foster strong relationships.
- Boosted team productivity by 7% through improved utilisation and process management, showcasing analytical skills applied to optimising the creative production pipeline.



Head of Creative
May 2016 - June 2017 | London, UK



Creative Team Lead
Feb 2015 - May 2016 | London, UK



Senior Digital Designer - Contract
Dec 2014 - Feb 2015 | London, UK



Graphic Designer
Feb 2006 - Jan 2008 | Ramallah, Palestine



Senior Designer & 2D Animator
Jan 2008 - Sept 2011 | Amman, Jordan



Creative Team Leader
Oct 2011 - Dec 2014 | London, UK

EDUCATION

- **Kingston University** | Master's Degree in Marketing & Brand Management - Distinction
- **The Chartered Institute Of Marketing** | Digital Marketing Techniques - Distinction
- **Birzeit University CCE** | Digital & Graphic Design: Design & Multimedia Production - Distinction

TECHNICAL SKILLS

- **Project Management Tools:** Proficient in MS Project, Asana, Jira, Trello
- **Data Analysis:** Expert in data-driven insights for strategic planning, risk assessment, and performance optimization across projects.
- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effect, Lightroom), Figma, Sketch, Microsoft Office Suite.