

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

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Currently available for Creative Director and Head of Brand roles – permanent and contract – across the Middle East and UK.

Creative Director & Marketing Strategist with 16 years of global brand leadership and genuine Middle East cultural fluency. Native Arabic speaker. MSc Marketing & Brand Management (Distinction, Kingston University, 2025). I bring London agency discipline and deep regional roots to every brief – directing integrated campaigns, AI-powered creative production, and high-performing teams for brands including adidas, Vodafone, McDonald's, and Diriyah Gate Development Authority. Known for being an early, fluent adopter of AI across the creative and marketing workflow – compressing concept timelines, scaling output, and improving campaign performance without inflating headcount. Open to permanent and contract Creative Director and Head of Brand roles across the Middle East and UK, where creative vision, strategic depth, and cultural intelligence converge to build brands that last.

EDUCATION

- **Kingston University London** MSc Marketing & Brand Management – **Distinction** | **2024–2025**
- **The Chartered Institute of Marketing (CIM)** Digital Marketing Techniques – **Distinction** | **2024**
- **Birzeit University CCE** Graphic Design & Multimedia Production – **Distinction**

CORE COMPETENCIES

- Brand Strategy & Positioning
- Creative Direction & Art Direction
- Integrated Marketing Campaigns
- Go-to-Market Strategy
- Omnichannel Campaign Management
- AI-Powered Creative Production
- Content Strategy & Brand Narrative
- Marketing Automation & MarTech
- Team Leadership & Talent Development
- Data-Driven Decision Making
- Stakeholder & Client Management
- Budget & Resource Management

PROFESSIONAL EXPERIENCE

Independent Creative Consultant

Mar 2026 – Present | Middle East & UK

- Creative direction, brand strategy, and AI-powered campaign consulting for select clients. Available for permanent and contract engagements.

Marketing Projects Services Manager – Marketing & Creative

Diriyah Company Oct 2025 – Mar 2026 | Riyadh, Saudi Arabia (Contract- completed)

- Brand Activation Strategy: Recently finished contributing to integrated marketing activation strategy across major international events – WTM London, Cityscape 2025 Urban Showcase, and Diriyah Season & Cultural Programming – collaborating with internal teams and agency partners to ensure alignment across experiential, digital, and content channels.
- AI-Assisted Campaign Production: Worked with the creative and marketing team to integrate AI tools into content production and campaign workflows – reducing asset turnaround time and enabling faster iteration across digital and social channels.
- Creative & Production Collaboration: Collaborated on end-to-end creative delivery for live, immersive, and exhibition-based experiences across Diriyah's cultural giga-project, supporting brand consistency across all touchpoints.
- Omnichannel Integration: Supported the integration of event programmes with digital, email, and social marketing to maximise audience reach and engagement across regional and international markets.
- Stakeholder & Agency Coordination: Worked alongside cross-functional internal teams and external agency partners through the full project lifecycle – from brief and procurement through to delivery and post-event evaluation.

Creative Director – Marketing & Creative

Eureka X Nov 2023 – Oct 2025 | London, UK (Contract - completed)

- AI-Powered Creative Leadership: Pioneered the integration of AI tools – including Midjourney, ChatGPT, and Adobe Firefly – into the creative production pipeline, cutting concept development time by 30% and enabling the team to scale output without increasing headcount.
- Project Controls & Delivery: Led projects from concept to completion with meticulous oversight of quality, timelines, and budget. Achieved a 10% improvement in delivery efficiency through streamlined workflows and a 15% reduction in revision cycles.
- Integrated Campaign Strategy: Defined and executed comprehensive creative and marketing strategies directly aligned with brand goals, market trends, and commercial objectives – combining data-driven insight with creative storytelling.
- Marketing Automation: Collaborated with marketing and product teams to implement automation across email and content workflows using HubSpot and Salesforce Marketing Cloud, improving campaign consistency and reducing manual production effort.
- Cross-functional Leadership: Worked across marketing, product, and development teams to integrate creative solutions into broader business strategies, ensuring unified brand messaging across all channels.

Brand Strategy & Creative Director – EMEA

Cheetah Digital (previously Experian) May 2018 – Oct 2023 | London, UK

- Team Leadership: Built and led a team of 17 designers and 6 developers, introducing AI-assisted design tools and workflow automation that improved team output capacity by 20% without additional resource.
- Omnichannel Campaign Management: Directed integrated marketing campaigns across digital, email, e-commerce, and print channels for global clients including The White Company, Starbucks, Arsenal, Vodafone, and Estée Lauder – leveraging GA4 and Power BI to track performance and optimise creative in real time.
- Brand Strategy & Positioning: Partnered with senior client stakeholders to develop and execute brand positioning strategies, translating business objectives into compelling creative and campaign narratives across multiple markets.
- MarTech & Data Integration: Oversaw the adoption of Salesforce Marketing Cloud and marketing automation tools across client accounts, enabling personalised, data-driven campaign delivery at scale.
- Budget & Governance: Managed campaign and project budgets up to £2m across EMEA accounts, ensuring efficient resource utilisation and consistent on-time, on-budget delivery.

Head of Creative Services

Cheetah Digital (previously Experian) Jun 2017 – May 2018 | London, UK

- Managed a team of 10 designers and developers delivering high-quality creative services across digital and print.
- Directed e-commerce-focused creative initiatives involving UX optimisation, digital marketing campaigns, and A/B-tested content strategies – using analytics tools to inform creative decisions.
- Boosted team productivity by 7% through improved utilisation tracking, process redesign, and stronger project governance.
- Introduced early-stage automation tools into the production workflow, reducing repetitive manual tasks and freeing designers to focus on higher-value creative work.
- Established a scalable creative briefing and quality assurance process, reducing miscommunication between client services and creative, and significantly cutting late-stage amends on major campaigns.
- Acted as the senior creative voice in client-facing meetings and pitches – presenting creative rationale, managing expectations, and building long-term relationships with global retail and financial services brands.
- Partnered with strategy and data teams to introduce performance reporting on creative output, creating a feedback loop that connected design decisions directly to campaign results and informed future creative direction.

Head of Creative Services

Experian Marketing Services May 2016 – Jun 2017 | London, UK

- Owned creative direction and campaign execution for a portfolio of global marketing clients, ensuring strict alignment with marketing strategies and business objectives.
- Led cross-functional collaboration between marketing, product, and technology teams to deliver integrated creative solutions.
- Developed and maintained brand guidelines and creative frameworks across multiple client accounts, ensuring visual and messaging consistency at every touchpoint.
- Managed creative resourcing and project prioritisation across concurrent campaigns, balancing quality, deadlines, and client expectations simultaneously.
- Contributed to new business pitches by developing creative concepts and presenting strategic proposals to prospective clients, directly supporting revenue growth.

Creative Team Lead – Actito

Actito (previously Emailcenter) Feb 2015 – May 2016 | London, UK

- Led a team of designers delivering digital and email marketing creative for FMCG, retail, and financial services clients – applying data insights to improve email performance and engagement metrics.
- Introduced a structured creative review and feedback process that reduced amend cycles, improved first-pass approval rates, and raised overall output quality across the team.
- Partnered with account managers and strategists to translate client briefs into compelling creative solutions – acting as the bridge between commercial objectives and design execution.
- Mentored junior designers on craft, brand thinking, and professional development, contributing to a stronger and more self-sufficient creative team.

Senior Digital Designer – Leagas Delaney

Leagas Delaney Dec 2014 – Feb 2015 | London, UK (Contract - completed)

- Created campaign and brand assets for global advertising accounts within a leading independent creative agency.
- Worked closely with senior art directors and copywriters to develop integrated campaign concepts across digital, print, and out-of-home channels.
- Delivered high-quality creative assets under tight agency deadlines, consistently maintaining brand standards across multiple simultaneous accounts.
- Contributed ideas in creative brainstorming and concept sessions, bringing digital-first thinking to traditionally print-led campaigns.

Creative Team Leader

Emarsys (SAP) Oct 2011 – Dec 2014 | London, UK

- Led creative output for email marketing and digital campaigns across a diverse client base, introducing processes that improved delivery quality and turnaround time.
- Oversaw a team of designers across multiple concurrent client campaigns, setting quality benchmarks and providing creative direction from brief through to final delivery.
- Collaborated with technical and CRM teams to ensure creative assets were optimised for email rendering, accessibility, and performance across devices and platforms.
- Implemented a template and asset library system that standardised recurring design elements, cutting production time on repeat campaigns and improving consistency across the client portfolio.

Senior Designer & 2D Animator

Abu Mahjoob Creative Productions Jan 2008 – Sep 2011 | Amman, Jordan

- Created animation, illustration, and branded digital content for a leading regional creative production studio.
- Developed character animation, motion graphics, and visual storytelling for broadcast and digital platforms – building a strong foundation in narrative-led creative production.
- Collaborated with writers, directors, and producers on concept development, contributing to the full creative process from storyboard through to final output.
- Adapted brand content across Arabic and English markets, developing an early nuanced creative strategy that has informed my approach to global brand work ever since.

Graphic Designer

Paltel Group Feb 2006 – Jan 2008 | Ramallah, Palestine

- Produced graphic design and marketing materials for one of Palestine's largest telecommunications groups.
- Designed marketing collateral across print, outdoor, and digital channels – gaining broad exposure to brand communications at scale within a major corporate environment.
- Worked alongside the internal marketing team to support campaign rollouts, product launches, and corporate communications across multiple departments.
- Built foundational skills in brand consistency, design systems, and deadline-driven production that have underpinned every senior role since.

TECHNICAL SKILLS & TOOLS

- AI & Emerging Tools: Midjourney · Adobe Firefly · ChatGPT / Claude (content & campaign strategy) · Runway ML · AI-assisted design workflows · Prompt engineering for creative production
- Marketing & Analytics: Google Analytics 4 (GA4) · HubSpot · Salesforce Marketing Cloud · Marketo · Semrush · Mailchimp · Power BI · Marketing automation workflows
- Design & Creative: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere) · Figma · Sketch · Adobe XD
- Project & Collaboration: Microsoft Project · Asana · Monday.com · Microsoft Office Suite (Advanced)

GLOBAL BRAND EXPERIENCE

McDonald's · adidas · Vodafone · Barclays · Boots · Estée Lauder · Starbucks · The White Company · easyJet · British Gas · Arsenal FC · Clarks · Wilko · Tom Ford · Arcadia Group · Sports Direct · Sainsbury's · MAC Cosmetics · WHSmith