



AHMED

AKA
NABIL

| ADVERTISING DIRECTOR
| CREATIVE DIRECTOR
| PHOTOGRAPHER

Nabil

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Date of Birth: 1988 | 23 May 1988

• LANGUAGES:

- Arabic: Native
- English: Good (Reading & Writing)

• EDUCATION & TRAINING:

- Bachelor's Degree in Tourism & Hotels Fayoum University, Class of 2009
- Diploma in Film Directing – Motion Camp, The American University in Cairo (2021) (6-month intensive training in directing, storytelling, and visual production)

• TOOLS & SOFTWARE PROFICIENCY

- **Adobe Premiere Pro** – Professional video editing
- **Adobe After Effects** – Motion graphics & visual effects
- **Adobe Photoshop** – Photo editing & creative design
- **Adobe Lightroom** – Color correction & photo processing
- **Adobe Illustrator** – Logo design & vector illustration
- **DaVinci Resolve** – Advanced color grading
- **Final Cut Pro** (as needed)
- **ComfyUI** – AI-based visual scene generation
- **Notion** – Creative project & content management

• KEY ACHIEVEMENTS:

- Directed and produced the full advertising campaign for "Hazi Misr 2024" Expo – Riyadh for Al-Ment Real-Estate Investment Co.; delivered 9+ reels/videos and managed
- Built an official photo library for the Saudi Ministry of Hajj (2024)
- Developed a comprehensive photo library for the Saudi Ministry of Media (2024).
- Directed fragrance campaigns for "Tomark" brand in KSA and abroad, plus live coverage of EGY Beauty Africa 2025 exhibition.

• EQUIPMENT & CAMERAS

- Sony A7 IV – Full Frame Mirrorless
- Sony FX30 – Cinema Line (APS-C)
- Canon 5D Mark III (previous use)
- DJI Osmo Pocket / Gimbal
- DJI Mavic Air – Drone
- GoPro Hero 11
- Lenses: 24-70mm, 50mm f/1.4, 85mm f/1.8
- Lighting Gear: Godox, Aputure, Softboxes
- Audio: Rode Wireless GO II, Zoom H1n
- Aged on-site live coverage.

• PROFILE:

Creative Director and Advertising Photographer with continuously growing experience. I transform ideas into artistically driven advertising campaigns and lead production teams to deliver impactful visual content in commercial sectors and developmental initiatives. I'm distinguished by a visual language that blends artistic vision with purpose, always aiming to create content that leaves a lasting impression on the audience.

• KEY SKILLS:

- Advertising direction and visual content creation
- Creative leadership and production team management
- Creative product visuals (perfume, fashion, lifestyle, luxury)
- Concept development and campaign execution
- Motion graphics and video editing
- Graphic design as a supporting creative tool
- AI-powered visual content production

• PROFESSIONAL EXPERIENCE

ADVERTISING DIRECTOR & PHOTOGRAPHER – RIYAT

ALAFKAR CO, SAUDI ARABIA (2022 – 2025)

- Directed and filmed advertising content and brand visuals
- Developed and executed creative campaign concepts
- Led the creative team and ensured alignment with visual strategy
- Directed professional photo/video shoots and cinematic-style editing
- Coordinated production with design and marketing teams

GRAPHIC DESIGNER – RIYAT ALAFKAR CO., SAUDI

ARABIA (2017 – 2021)

- Designed visual identities and ad campaigns for various brands
- Created professional content for social media and print platforms
- Delivered multimedia design projects with fresh creative direction
- Collaborated with production teams to ensure visual consistency

📷 @nabil88523