

# Wissam Santina

Creative Director

Resumé

## Profile

Over 17 years of experience in design and advertising.

I have been in charge of variant challenging projects and campaigns for major accounts such as Saudia Arabian Airlines, King Abdulaziz International Airport, Hilton, Qasr Al Sharq and MARS, Saudi Post | SPL and NHC.

I aspire to work side by side with leaders who believe in the importance of a motivating environment where team members inputs are expected and valued and their diversity of experience is appreciated. What sets me apart is my ability to develop creative solutions for the most difficult and tricky situations. This comes along the aesthetic knowledge that paint my attention to details in design, typography, color, composition and styling.

## Education

1999 - 2004  
Beirut, Lebanon

**American University of Science and Technology**  
Bachelor of Arts (BA), Graphic Design

1999  
Beirut, Lebanon

**Saint Elie Btina**  
Official Baccalaureate 2, Experimental Science

## Work experience

2021 - Current  
Riyadh, KSA

### Focus Advertising

#### Creative Director

- Leading and facilitating brainstorming sessions to generate innovative ideas and concepts
- Evaluating the skills and talents of team members by providing constructive feedback and guidance to help sharpen their skills and maximize their potentials
- Leading campaigns from initial concept stage to their final executions ensuring they are aligned with client's objectives, brand identity and target audience
- Leading and directing film productions and photoshoots
- Responsible for presenting campaigns to clients, effectively communicating the creative vision, strategy, and rationale behind each concept
- Actively coordinate and collaborate with the marketing team to ensure seamless alignment between concepts and marketing strategies

2017 - 2021  
Jeddah, KSA

### Associate Creative Director

- Leading the creative team and supervising the development of all content with copywriters to ensure relevance to client objectives and brand identity
- Administering the overall performance of the team to ensure efficient workflow from conceptualization to production
- Leading all production processes from briefing to delivery
- Evaluating team members regularly to sharpen their talents, widen their knowledge and improve their skills

2010 - 2017  
Jeddah, KSA

### Art Director

- Working with Chief Creative Director to create original ideas and concepts
- Handling art direction for main projects, and creative designs for ATL and BTL campaigns

2006 - 2010  
Jeddah, KSA

### Bridges Marketing and Communication Solutions

#### Art Director

- Liaising with Creative Director to come up with both ATL and BTL concepts and designs
- Creating original, strategically challenging designs and concepts ensuring delivery on time
- Meeting with clients for briefing, presentations and feedbacks

2004 - 2006  
Beirut, Lebanon

### Dots Printing Press

#### Technical Supervisor (Pre-Press and Digital Departments)

- Quality control and color calibration for press and digital proofing
- Training and research in color management



+966 54 930 9360  
wissam.santina@hotmail.com  
wissamsantina.com

sa.linkedin.com/in/wsantina  
be.net/wsantina

## Personal information

25/11/1980 Married  
Lebanese Riyadh, KSA

## Competence

- Project management skills
- Meticulous attention to details
- Versatile and adaptable
- Results oriented
- Team lead and talent development

## Technical skills

- Photoshop
- Illustrator
- Indesign
- Premiere Pro
- Keynote
- Photography
- Packaging

## Languages

Arabic Native  
English Fluent  
French Intermediate

## Awards

**Dubai Lynx 2017**  
Winner for Best Online Video Competition

**Anti-drug Awareness 2004**  
Winner of best Anti-drug Awareness campaign (Ministry of Interior - Lebanon)

## Passion

