

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

1999 Saint Elie Btina
Beirut, Lebanon Official Baccalaureate 2, Experimental Science

Work experience

2021 - Current Focus Advertising
Riyadh, KSA **Creative Director**

- Conducting dynamic brainstorming sessions for innovative ideas
- Assessing team members' skills, providing targeted training to enhance capabilities, and unlocking their full potential
- Leading and overseeing end-to-end execution of campaigns aligned with client objectives
- Leading and directing film productions and photoshoots
- Presenting creative concepts to clients
- Fostering seamless collaboration with the marketing team

2017 - 2021 Associate Creative Director
Jeddah, KSA

- Guiding the creative team in developing client-centric content and optimizing workflow efficiency
- Overseeing end-to-end production
- Regularly evaluating and enhancing team members' skills to ensure continuous growth

2010 - 2017 Art Director
Jeddah, KSA

- Collaborating with the Chief Creative Director to craft original ideas and concepts
- Managing art direction for key projects and creating compelling designs for both ATL and BTL campaigns

2006 - 2010 Bridges Marketing and Communication Solutions
Jeddah, KSA **Art Director**

- Coordinating with the Creative Director for ATL and BTL concepts
- Crafting original designs and campaigns with strategic impact
- Engaging with clients for briefings, presentations, and feedback

2004 - 2006 Dots Printing Press
Beirut, Lebanon **Technical Supervisor (Pre-Press and Digital Departments)**

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



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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

