

JIHANE FADEL

Undergoing global EMBA at the Berlin School of creative leadership.

IN THE NOW

**2018
EMBA**

**-
BERLIN
SCHOOL OF
CREATIVE
LEADERSHIP**

In this age of technology take-over and disruptive businesses, we have to keep on improving ourselves and we must find the best places to do so... In March 2018, I embarked on a journey with the Berlin School of Creative Leadership, after winning the Lürzer's Archive scholarship, and it has been a great one so far! Today, strategy, culture, values, diversity and ethics are still the foundation of a successful organization but we need to reframe and reimagine each and every department to ride the wave of innovation... Today, designing products, services and experiences is not enough we need to do it with the intent of creating a positive impact and transforming lives and the only way to do so is by involving everyone. As creative leaders, we have an enormous responsibility towards our people and our organizations, we need to invite everyone on board, we need to build communities of trust... This is how we initiate change!

WHO AM I?

*Citizen of the world, a creative with a sense of humor and a laugh louder than thunder, always looking for new things to learn, and learning to appreciate the little things in life. A strong believer in the power of now, living & embracing the digital era! **My drive for designing solutions, mastering the art of storytelling and implementing design thinking keeps me on the outlook for bigger challenges, tougher markets and wider horizons.** To me, being passionate, having ambition, a thirst for knowledge and an inquisitive nature are the foundations for succeeding in a challenging and an ever-changing world.*

**PRESENT - 2015
INDEPENDENT
CREATIVE
DIRECTOR**

**WORKING
WITH CLIENTS
IN THE MENA
REGION**

Developing creative strategies and communication campaigns in addition to corporate & event branding. Designing solutions and Leading pitches with local and regional creative teams & clients. Discovering the beauty of project management and design thinking. Embracing change & enjoying every minute! Local & regional agencies and clients: Unicef, Ogilvy, TheMob Dubai, joefish, USJ, Technica International, Booklava/digital audio platform Dubai, UNHCR, TRACCS Beirut/Dubai, FCB Dubai, 2016 Qatar National Day Committee & the ministry of culture and sports (leading on the 2016 branding of QND).

**2010-2015
ASSOCIATE
CREATIVE
DIRECTOR**

**-
SENIOR ART
DIRECTOR**

- Took the lead on guiding a team of junior and senior designers and copywriters towards creating outstanding art direction and communication
- Developed award winning work that created impact on a national level.
- Holder of a book of big ideas, and creative solutions
- Specialized in developing full brand identities and brand image toolkits and cascading them into application on ATL, BTL and digital branding.
- I was fully responsible for facilitating the creative process within the team, motivating them, and making them aspire to create the best.
- Capable of conceptualizing, art directing and supervising TV commercial shoots, pre-production and post production.

OGILVY-BEIRUT

**2008
ART DIRECTOR
JWT-KUWAIT**

- I led on one of the biggest Telecom clients for all campaigns, communication, and design implementation.
- Managed designers in order to finalize the required jobs.
- Participated in photo shoots with international photographers for client's photo libraries.
- Worked with directors on TV commercials.

**2006
ART DIRECTOR
GREY-KUWAIT**

- Generated the best creative ideas for local and regional clients.
- I was responsible for art directing full campaign layouts including choosing photographers, illustrators, models and props for shoots for all concepts.

**SKILLS
LANGUAGES**

Design thinking, creative thinking, problem solving, creative leadership, agile teaming, creative strategy, team empowerment, branding, design, art direction, consultancy, project management, art direction, creative direction, concept development, corporate branding, advertising, content creation.

• Arabic, French, English, Spanish (beginner).

TRAININGS

November 2018: Design thinking in the Social Sector (IRC - International Rescue committee) - Beirut. July 2016: The Age of digital storytelling. Digital workshop designed by Eastline Marketing Academy - May 2016: "Cacophony" Arabic type design workshop at Al Mohtaraf. May 2013 Beirut: Shopper Training, focusing on the 5 step shopper approach Behavioral Science Fundamentals - September 2012 Beirut: The power of storytelling / Skills for selling creative work. Workshops run by Speakers' Corner: speakersco.co.uk - 2012: TEDx Beirut - 2011: Dubai D&AD art direction training (London-based advertising and creative experts Jon Sayers and Alexandra Taylor were the lead trainers in this unique event. Both are from D&AD, an organization recognized worldwide as the premier group dedicated to the advancement of the creative industry) - 2008 Vienna: Future thinking of design (Karim Rashid) - 2008 Dubai: Zain Advertising workshop (by future brands / London) / UAE.

EXPERIENCES

Traveling: It helps me grow both mentally and visually. so far, my globetrotting covered 40 cities around the world and the journey continues. Yoga: And a touch of inner peace to top it all. I discovered yoga in 2012 and adopted it as a favorite physical and mental practice, and became a yogaworks 200hrs certified Teacher since August 2014.

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ACHIEVEMENTS

**Pikasso d'Or - Beirut February 2016
Prix spécial du jury**

Caritas: Human trafficking is a crime

EPICA 2015 - Bronze

Caritas: Human trafficking is a crime

2015 MEPRA

**Gold for Roche Breast Cancer Awareness
Lebanon.**

ROCHE - It's a man's world.

2015 Effie Mena - Bronze

UNICEF - A mother who protects a child, protects a nation.

Best use of CSR - non profit

2015 Effie Mena - Shortlisted

ROCHE - It's a man's world.

Best use of CSR - non profit

**2015 SABRE Awards EMEA
Diamond**

RESEARCH AND PLANNING

Breast Cancer Awareness Campaign

Roche Lebanon with Memac Ogilvy Public Relations

Gold

PUBLIC EDUCATION

Breast Cancer Awareness Campaign

Roche Lebanon with Memac Ogilvy Public Relations

Viva 2015 Award

Viva 2015 Award / Valuable Innovation and Vision Award is the global internal competition that rewards the best Roche projects from around the world.

Best Corporate PR in Sustainability and Corporate Social Responsibility for the Breast Cancer awareness campaign.

2014 Effie Mena - Bronze

UNDP - Setting the Record Straight / Best use of CSR

2014 Dubai Lynx Festival - Bronze

ABC Designed & Signed / branded content & entertainment

2014 Dubai Lynx Festival - Shortlisted

TOPLESS RIDE - VOLKSWAGEN / direct / Best use of media.

2014 Dubai Lynx Festival - Silver

Nissan - Suggest an arrest / PR

**Bronze Picasso - Beirut Picasso d'Or
February 2014**

Kafa Campaign (in collaboration with the ISF)

Cresta 2013 member of the preliminary jury
Beirut preliminary jury 2013.

**Cresta 2013 Finalist for "Look At Autism From
A Different Angle"**

Finalist in Press - Public Services category