

Alain Antoine Mouhawej

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Personal Information

Marital status : Married

Languages : Fluent in English, Arabic and French

Professional Experience

FREELANCE CREATIVE DIRECTOR & COPYWRITER

Apr 17 – Present

From Arabic and English Copywriting & Trans-creation to Conceptualizing and Creative Direction.
Communication & Creative Strategy – ATL - Digital/Online Campaigns & App. Ideas - TVC
Ideation & Scripts - Radio Scripts – Activation.

DIRECTOR OF CREATIVE SERVICES (Part Time)

Lebanese American University

Dec 17 – Jun 18

Responsibilities

- Leading a team of Graphic Designers and Multimedia experts to produce Video, Print, Photography and Social Media communication for the university's various faculties, schools, departments and sub-entities.
- Outsourcing work to a pool of freelancers from various backgrounds (illustrators, designers, photographers and videographers).
- Developing creative strategies with the communication management and IMCs

CONSULTANT - CREATIVE DIRECTOR

Addbloom

Jan 17 – Mar 17

Responsibilities

- A 3 months' task to restructure, mentor & support a team of 10 Community Managers & Graphic Designers, working on various Social Media platforms, content calendars, activations and new business pitches
- Leading the creative process from briefing to final output
- Developing creative strategies with the Strategic Account Managers and Head of Business Development

GROUP CREATIVE DIRECTOR

Memac Ogilvy & Mather Holding

Dec 13 – Oct 16

Responsibilities

- Supporting our offices across the network in Creative Direction & Copywriting on key projects of existing clients
- Leading the creative process from briefing to final output
- Developing creative strategies with the communication management and planning teams
- Leading creative teams in new business pitches

Brands

All of Mamac Ogilvy & Mather's clients in the MENA region.

CREATIVE DIRECTOR
Mamac Ogilvy – Jordan & Syria

Nov 09 – Nov 13

Responsibilities

- Heading a team of 12 Art Directors, Copywriters and Graphic Designers handling a portfolio of local and multinational brands
- Leading the creative process from briefing to final output
- Developing creative strategies with the communication management and planning teams
- Leading creative teams in new business pitches
- Supporting the network on regional pitches and important projects by leading the creative teams (on several occasions) in Riyadh, Dubai and Bahrain.

Brands

Arab Bank (Global), LG Electronics (Levant), Abdali Project, Kalde, Ferrolli, IrisGuard, JHCP/US Aid, Wataniya Telecom (Palestine) and USA Rice

CREATIVE DIRECTOR
Leo Burnett – Kuwait

Jul 08 – Sep 09

Responsibilities

- Heading a team of 8 Art Directors, Copywriters and Desktop Publishers handling a portfolio of local and multinational brands
- Leading the creative process from briefing to final output
- Developing creative strategies with the communication management and planning teams
- Leading creative teams in new business pitches

Brands

VIVA (Saudi Telecom – Kuwait), The Avenues Mall, Starbucks, Philip Morris, Nandos' and Global Investment House

CREATIVE DIRECTOR
Horizon FCB – KSA

Nov 05 – Jun 08

Responsibilities

- Heading a team of 13 Art Directors, Copywriters, Web Designers and Desktop Publishers
- Leading the creative process from briefing to final output
- Developing creative strategies
- Leading creative teams in new business pitches

Brands

SC Johnson, Hyundai, Gulf Oil, Luna Dairies, Madina Newspaper, Foster Clarks and Banque Saudi Fransi

ASSOCIATE CREATIVE DIRECTOR

Intermarkets – KSA

Sep 01 – Oct 05

Responsibilities

- Supervising a cell of 4 members including Art Directors & Copywriters
- Conceptualizing and Arabic copywriting
- Developing TVCs, RCs and ATL communication
- Assisting creative teams in new business pitches

Brands

Volkswagen, Roche, Wall Street Institute, Hadeed Sabic, Jazira Bank and Saudi German Hospital Group

CONCEPTUALIZER / ARABIC COPYWRITER

CSS & Grey – Lebanon

Jul 98 – Jun 00

Responsibilities

- Copywriting and conceptualizing TV, radio commercials and print ads

Brands

P&G (Pantene, Downy and Fairy)

Military Service – Lebanese Army

Jul 00 – Jul 01

Education

University studies : Lebanese American University, Byblos – Lebanon

Degree : BS in Liberal Arts (Radio, TV and Film) – June 1998

Trainings/Workshops:

- D&AD 'Copywriting Workshop for Seniors'
- Ogilvy One 'Digital Workshop'

Hobbies

Outdoor sports activities, song writing, cinema and reading.