



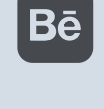



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-  samidaou@hotmail.co.uk
-  Beirut, Lebanon
-  LinkedIn
-  Behance
-  Portfolio

EDUCATION

BA - Advertising & Marketing
Notre Dame University (NDU)
2018 - 2023
Graduated with GPA: 3.0

SKILLS

- Blender
- AI-Generated Design
- Adobe Indesign
- Adobe. Photoshop
- Adobe Illustrator
- Adobe After Effects
- 3D & Motion Graphics
- Collaboration and teamwork
- Critical thinking and strategic planning
- Time management
- Adaptability and fast learning
- Creative problem-solving
- Strong attention to detail
- Client relationship management
- Ability to work under pressure
- Brand Identity & Logo Design

CERTIFICATE

- Digital Marketing Certificate – LLC
- Search and Rescue (SAR) – Lebanese Red Cross
- Warehouse Management – Lebanese Red Cross
- Basic Life Support & Defibrillation (BLSD) – Lebanese Red Cross

LANGUAGE

English
Native
Arabic
Native

SAMI DAOU

Creative Strategist & Marketing Designer

ABOUT ME

Specialize in graphic design, brand identity, and 3D & VFX, crafting visuals that elevate brands. With three years of experience, I blend creativity with strategy to deliver compelling designs and motion graphics that bring ideas to life.

WORK EXPERIENCE

Jan 2022 - Present
Freelancer

Creative Strategist & Branding Consultant

- Designed 20+ brand identities, increasing brand recognition by 15-30%.
- Developed brand guidelines and messaging frameworks for international clients.
- Created high-performing digital marketing assets, improving engagement by 20%+.
- Consulted on brand positioning, creative direction, and storytelling.

Jul 2015 - Aug 2018
Marketeers.lb - Beirut, Lebanon

Graphic Designer & 3D Visual Artist

- Designed marketing visuals and branding assets for 5+ brands, increasing engagement by 30%.
- Developed photorealistic 3D product renders and animations, leading to 25% higher ad conversions.
- Produced VFX-enhanced motion graphics, improving video retention by 20% in digital campaigns.
- Collaborated with marketing teams, copywriters, and clients to deliver high-impact branding solutions.
- Created VFX and 3D visuals for Yves Morel, enhancing digital presence.
- Developed a helicopter cloth simulation for C Brands, adding realism to their campaign.

Jun 2023 - Sep 2023
Impact Swiss - Remote

Graphic Design Branding

- Led the development of brand identities for multiple clients under Impact Swiss.
- Created distinctive logos, typography, and visual identity systems tailored to each brand’s positioning.

VOLUNTEERING

Jul 2018 - Aug 2021
Red Cross - Beirut, Lebanon

Warehouse Manager and Paramedics

- Managed emergency response teams as a certified SAR & Warehouse Manager
- Certified in Basic Life Support & Defibrillation (BLSD), performing CPR and emergency medical procedures.