

Ahmed Elmardi

www.ahmedelmardi.com

| Art Director | Content Creator | Social Media Specialist

Creative Expert With 10+ Years Of Experience In Visual Strategy, Branding, And Digital Content. Skilled In Leading Teams, Designing Impactful Visuals, And Creating Engaging Content That Boosts Brand Presence And Audience Interaction.

Professional Experience

| 2024 - Freelancer

Over The Past Few Years, I Have Established Myself As A Freelancer, Delivering Creative And Strategic Services In Art Direction, Content Creation, And Social Media Marketing.

| 2021 - Art Director & CC Khizerana

Supervised Design And Media Production Teams To Ensure The Highest Quality Standards.

Designed And Implemented Integrated Media And Visual Campaigns To Strengthen Brand Identity And Boost Audience Engagement. Created And Managed Engaging Content Tailored For Multiple Digital Platforms.

| 2017 - Art Director & SMM

Merkad Media , Abu Dhabi

Developed Creative Strategies For Production Projects.
Led Design And Production Teams To Ensure Cohesive Visuals.
Managed Social Media Content And Strategy To Boost Brand Engagement.

| 2014 - Senior Designer

Color Touch , Dubai

Designed Integrated Creative Campaigns That Positively Impacted Brand Growth.
Collaborated Closely With Marketing Teams To Provide Innovative, Customized Visual Solutions.

| Art Direction Skills

Visual Creativity
Creative Team Management
Graphic Design
Visual Identity Design
Storyboarding
Visual Style Direction
Artistic Decision-Making
Advanced Design Software
Professional Video Editing
Brand Understanding
Visual Storytelling

| Content Creation Skills

Copywriting
Storytelling
Audio Editing
Post Design
Short-Form Video Creation
Audience Engagement
Content Variety
Continuous Innovation
Scriptwriting
Use Of Ai Tools

| Social Media Management

Strategy Development
Performance Analysis
Ad Campaign Management
Audience Targeting
Content Scheduling
Post Writing
Comment Handling
Trend Monitoring
Organic Reach Optimization
Seo Management
Analytics And Planning Tools

Leadership:

Exceptional Experience Managing Design Teams And Fostering Group Creativity.

Creativity & Innovation:

Outstanding Skills In Brainstorming And Developing Unique Creative Concepts.

Communication:

Ability To Build Strong Relationships With Clients And Ensure Satisfaction Through Providing Visual Solutions That Meet Their Needs.

Strategic Analysis:

A Deep Understanding Of Analyzing Market Demands And Target Audiences To Ensure Design Objectives Are Met.

Key Achievements

Led A Successful Brand Redesign That Boosted Visual Impact.
Managed High-Performing Ad Campaigns On Meta Platforms.
Created Diverse Digital Content For Multiple Audiences.
Used Ai Tools To Speed Up Content Production.
Grew Social Media Audiences Through Targeted Content

Educational Qualifications

Bachelor's In Information Technology
Omdurman Ahlia University, 2007

courses and training

Graphic Design
Branding
Typography
Social Media Ads
Ai Project Management

Personal Details

Name: Ahmed Elmaedi Abd Elmageed
Nationality: Sudanese
Location: Sharjah, United Arab Emirates
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Portfolio www.ahmedelmardi.com
Languages: Arabic (Native), English (Fluent)

Inspiration Toolbox

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Lightroom
Adobe Xd
Adobe Audition
Adobe Color
Audacity
Final Cut Pro
DaVinci Resolve
Sketch
Cinema 4D
Blender Creation
Vegas Pro
Camtasia
Coreldraw
Filmora
Figma
Avid Video Editing
Canva
OBS Studio
Hootsuite / Buffer
Sprout Social
Later
Meta Business Suite
TweetDeck
Google Analytics
Social bakers
Agorapulse
Zoho Social
Buzz Sumo
Trello / Asana