

Abdullah Gaber Abdullah Hassan

Associate Creative Director | Creative Strategist

+201010626407

Abdallah.gaber2020@alexu.edu.eg

<https://theabdullahgaber.portfolial.com/>

Associate Creative Director & Creative Strategies with **8 years** of experience in content creation, campaign development, and visual production for social media and advertising.

Led the creative direction for both teaser and a full product marketing campaign for the

HONOR Magic Series X in UAE.

Managed the content production for **Liwa International Festival in Abu Dhabi** during its off & on -season phase.

Produced market-specific content for clients in **Saudi Arabia**, the **UAE**, **Egypt**, and the **U.S.**, ensuring cultural relevance and brand consistency across regions.

Skilled in turning original ideas into visuals using AI tools such as **ChatGPT**, **Gemini**, **Claude**, **Veo 3**, **Freepik**, **Flow**, and **Image FX**.

WORK EXPERIENCE

Dec 2025 – Present | Full Time.

Senior Content Specialist & Creative Strategist | Andalusia Health

- Directed comprehensive marketing campaigns and created detailed content calendars for Andalusia Conferences, managing end-to-end event promotion to drive attendance and engagement.
- Developed content strategies and launch campaigns for multiple business units, including Andalusia Home Care.
- Executed cross-regional marketing campaigns for Andalusia Academy courses across Egypt and Saudi Arabia.
- Created targeted promotional content for the Visiting Doctor Program to boost engagement and patient appointments for international experts.
- Led end-to-end campaigns from audience insights and creative concept development to full execution and performance.
- Developed comprehensive content plans, crafting detailed storyboards and directing cross-functional teams to ensure creative implementation.

Dec 2025 – March 2025 | Contract - Hybrid.

Associate Creative Director | Grandor.ae

- Led brand positioning strategies for Grandor.ae and multiple client accounts, including Amos.
- Created and launched "Glitchat," an original Ramadan animated social media series for kids and adults.
- Directed the end-to-end production of "Glitchat," from character design and engineering to final episode execution.
- Integrated strategic product placements within the series to blend entertainment with marketing.

Sep 2025 – Dec 2025 | Full Time.

Senior Creative Strategist | Tac Universe.

- Formulate comprehensive content strategies aligned with brand goals, target audience insights, and current market trends.
- Lead the conceptualization of 360-degree marketing campaigns, from ideation to execution and reporting.
- Write, and refine compelling ad copy and scripts for broadcast media, including TV commercials

Sep 2024 - Sep 2025 | Full Time.

Senior Content Creator | AdMedica.

- Develop content strategies including audience segmentation, content pillars, and platform-specific plans.
- Create and manage content calendars and campaign concepts tailored to business goals.
- Visualize ideas using AI tools (ChatGPT, Gemini, Veo 3, Freepik, ImageFX, Canva).
- Write scripts for reels, motion videos, podcasts, and TV's show
- Track trends and adapt them creatively to match audience behavior.
- Optimize social media platforms to boost engagement and content performance.

Develop complete concepts for TV programs and podcasts — including show ideas, name, format, set design, wardrobe styling, and emotional tone.

Apr 2025 – May 2025 | Contract – Remotely

Content Creator | Brandgate.UAE

Built content creation frameworks for digital marketing clients in the Gulf region from scratch.

- Created content strategies and campaigns for clients in real estate, automotive, and nonprofit sectors, including Dubai Charity Association.
- Developed digital and content strategies.
- Supported client growth through targeted content that boosted brand visibility and digital interaction.
- Created short-form video scripts and visuals aligned with regional trends.

Dec 2023 - Sep 2024 | Full Time.

Content Writer | Finding from Egy.

- Wrote original, audience-focused articles for blogs, websites, and online platforms.
- Created and managed a content calendar to ensure consistent publishing across channels.
- Published and formatted content using WordPress CMS.
- Developed content strategies aligned with brand goals and reader preferences.
- Ensured content quality through in-depth research and audience relevance.

July 2018 - April 2024 | Part Time.

Social Media Specialist | The Egyptian Red Crescent.

- Planned and executed social media strategies to increase brand awareness and audience engagement.
- Collaborated with the marketing team to create and curate content for multiple platforms.
- Designed impactful visual content and posters for awareness campaigns.
- Monitored trends and performance metrics to optimize social media presence.

EDUCATION:

Fall 2025.

MBA | Arab Academy for Science, Technology | Marketing Program

- Currently enrolled in the MBA program at the Arab Academy for Science, Technology.
- **Expected Graduation: 2028**

Spring 2023.

Bachelor's Degree | Agriculture Science.

- Graduated of **Alexandria university** with bachelor's degree in **Agriculture science** English department
- Food science program majoring in Dairy technology.
- GPA **2.3722** out of **4** - And overall grade **Good (C+)**

SKILLS:

- Turning data and insights into unique campaign concepts.
- SEO Optimization
- Basic Graphic Design and Video editing skills
- Defining brand identity and market placement for new and existing businesses.
- Digital Marketing Tools
- **Generative AI Platforms:** ChatGPT, Gemini, Claude, Flow.
- **AI Visual & Production Tools:** Veo 3, Freepik, ImageFX, Canva.
- Leadership - Teamwork - Flexibility
- Time Management & Multitasking
- Project Management & Team Collaboration
- Creative Problem Solving
- Managing 360° marketing campaigns from initial strategy through execution and monitoring.
- **Event Marketing & Promotion:** Tailoring creative strategies specifically for conferences and large-scale activations.

LANGUAGES:

- **Arabic** – Native
- **English** – C2 (Proficiency)
- **Italian** – B1 (Intermediate)