

Reham Adel

CREATIVE DIRECTOR | BRAND & CAMPAIGNS

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Creative Director and brand storyteller specialising in creative strategy, campaign development, brand positioning, and visual storytelling. Experienced in taking ideas from insight to execution across automotive, jewellery, hospitality, FMCG, technology, and lifestyle brands. Combining strategic thinking, storytelling, and creative direction to build distinctive brand experiences and campaigns.

PROFESSIONAL EXPERIENCE

ARMS Media Solutions

JULY 2026 - PRESENT

CREATIVE DIRECTOR

- Lead creative direction across brand, campaign, content, and communication projects.
- Develop campaign concepts, creative territories, scripts, and visual directions.
- Translate brand and business objectives into strong creative ideas.
- Direct integrated campaigns across digital, social, video, and advertising.
- Shape brand narratives, messaging, and tone of voice.
- Collaborate with designers, filmmakers, production teams, and clients.
- Develop creative treatments, storyboards, and video concepts.
- Oversee creative execution from concept to final delivery.

Generator Design Agency

DEC 2025-JULY 2026

Brand Strategist & Creative Copywriter

- Develop creative concepts and copy across digital, social, and campaigns.
- Create brand positioning, naming, taglines, and messaging.
- Develop tone of voice and brand storytelling.
- Build content strategies and creative directions.
- Write scripts, website content, social content, and brand narratives.
- Collaborate with designers to connect verbal and visual identities.

Enigma Magazine

MAY 2024-NOV 2025

Staff Writer

- Researched and wrote editorial content across lifestyle, culture, business, and current trends.
- Conducted interviews and covered high-profile events for print and digital platforms.
- Wrote, edited, and published articles while managing monthly website content and editorial deadlines.

Jufa Medical hub

MARCH 2021- APRIL 2024

Administrative Assistant

- Oversaw customer service and client relations.
- Managed feedback and supported improvements to the customer experience.
- Assisted in planning and executing company events.
- Supported marketing initiatives and brand visibility.
- Coordinated daily operations and client-facing activities.

Tazkarti | Freelance

MAY 2019-NOV 2020

EVENT USHER

- Supported major events including CAF 2019 and Insomnia Egypt.
- Managed guest entry, crowd flow, and venue navigation.
- Assisted attendees and provided on-ground customer service.
- Promoted and provided information about the Watchit app during Insomnia Egypt.

EDUCATION

Bachelor of Arts

English Languages & Literature | Cairo University
2018-2022

Digital Marketing Professional Track

Udacity
2021

The AI Filmmaking Pipeline

Higgsfield AI
2026

EXPERTISE

CREATIVE DIRECTION

Creative Direction · Concept Development · Campaign Direction · Visual Storytelling · Team Leadership

BRANDING

Brand Strategy · Brand Positioning · Naming · Brand Storytelling

CONTENT & PRODUCTION

Content Strategy · Copywriting · UX Writing · Video Direction · Storyboarding · AI Production

LANGUAGES

- Arabic (Native)
- English (Fluent)

SELECTED CREATIVE WORK

Jeep Market — Creative Direction · Campaign Development · Film Concepts

Abdelwahab Jewellery — Creative Direction · Campaigns · Social Content

Dsrptez — Brand Strategy · Positioning · Creative Direction

Rawa — Brand Strategy · Naming · Brand Storytelling

MASAFa — Brand Strategy · Positioning · Creative Development

OMORA — Naming · Brand Strategy · Creative Direction

El Genena — Brand Strategy · Creative Development

Mövenpick & Mercure — Campaigns · Content