



# Victoria Youssef

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Nationality: Lebanese | Residency: UAE | LEBANON

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## EXECUTIVE BRAND & CREATIVE DIRECTOR DRIVING MARKET-DEFINING LUXURY REAL ESTATE DEVELOPMENTS

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### EXECUTIVE PROFILE

Executive Brand & Creative Director with 20+ years of leadership experience shaping high-value luxury real estate portfolios across the UAE, GCC, Iraq, and Europe.

Strategic force behind market-defining developments, building investment-grade brand architectures that command premium positioning, attract high-net-worth investors, and drive revenue acceleration.

Partner to developers and executive stakeholders, leading cross-functional teams and integrated large-scale initiatives with decisive commercial focus, transforming architectural vision into dominant market presence and measurable financial performance.

### EXECUTIVE VALUE

- Lead enterprise brand governance across group entities and subsidiaries
- Drive integrated marketing strategies for mega real estate developments
- Align shared services positioning with flagship development brands
- Oversee global creative agencies and cross-functional teams
- Activate broker, investor, and channel partner engagement programs
- Deliver high-impact campaigns under fast-paced, high-pressure launch cycles

### CORE EXPERTISE

- Luxury Real Estate & Mega Developments UAE, GCC, MENA & Europe
- Group Brand Architecture & Governance
- Integrated Campaign Leadership (Brand, PR, Digital, Events)
- Broker & Investor Activation Programs
- Global Creative & Agency Management
- High-End Experiential & Launch Events
- Cross-Border Brand Strategy UAE, GCC, MENA & Europe
- Stakeholder & Executive Alignment
- High-Performance Team Leadership

### CAREER EXPERIENCE

#### TELEBLUE – CHIEF CREATIVE OFFICER | UAE, GCC, MENA & EUROPE

*Led enterprise-level brand strategy and transformation for luxury real estate, government, and enterprise clients across UAE, GCC, and European markets. Oversaw global creative operations, multi-million-dollar budgets, and high-performing cross-market teams, delivering measurable business outcomes and strategic market impact.*

- Spearheaded enterprise-wide brand transformation, aligning multi-market campaigns with corporate growth and expansion objectives
- Advised C-suite and board-level executives on brand positioning, market differentiation, and customer engagement strategies
- Directed multi-channel campaigns across digital, PR, CRM, experiential events, and performance marketing, achieving up to 45% engagement growth
- Built and led high-performing teams of 20+ professionals across international offices and agencies, fostering innovation and operational excellence
- Implemented AI-enabled creative processes to optimize personalization, campaign efficiency, and ROI
- Delivered strategic initiatives that increased pre-sales, occupancy, and brand equity, positioning luxury developments as market leaders

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## STOCKAD – CREATIVE DIRECTOR | UAE, GCC, MENA & EUROPE

*Luxury Real Estate Brand Strategy & Global Campaign Leadership.*

*Directed brand architecture, integrated global campaigns, and high-impact market launches for ultra-luxury residential and mixed-use developments across Dubai and European markets. Combined executive creative leadership with commercial strategy to drive measurable performance, including a 40% increase in qualified inquiries and accelerated sell-out velocity.*

- Architected investment-grade brand identities aligned with architectural vision and founder-led “No Shortcuts to Quality” philosophy
- Spearheaded fully integrated 360° campaigns across PR, experiential, digital acquisition, influencer partnerships, and private investor events
- Established rigorous creative governance across all brand touchpoints, from sales galleries and show suites to high-end print collateral and digital ecosystems
- Designed broker engagement frameworks and exclusive HNWI investor previews, strengthening premium client acquisition and relationship depth
- Directed and aligned cross-functional internal teams and international agency partners to ensure strategic coherence and brand excellence
- Elevated market positioning, strengthened brand equity, and enhanced revenue performance across competitive luxury segments

## EDUCATION & CREDENTIALS

Master of Arts in Design, Notre Dame University - Louize (NDU), Lebanon

Bachelor of Arts in Graphic Design, Notre Dame University - Louize (NDU), Lebanon

**Fluent** in English, Arabic and French

## AWARDS & RECOGNITION

- Award for Innovation and Excellence - *Networked Energy Services (Europe)*: Recognized for leading the full-cycle Smart Meter branding project, delivering a data-driven creative strategy that positioned NES as a global industry leader
- Winner Aram Towers Brand Conceptual Design (Erbil, Iraq) – First place for modern identity design for a seven-tower project
- Recognition for Outstanding Digital & Creative Leadership – Teleblue across MENA and Europe