

+1 (438) 376-2626
JAD.S.KHOURY@ICLOUD.COM

1455 TOWERS STREET
MONTREAL, QC. H3H 2E2

JAD KHOURY

RESUME

+ PORTFOLIO LINKS



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JAD KHOURY | NOV. 5 1985

JAD KHOURY
CREATIVE
DIRECTOR

CORE COMPETENCIES

Goal-orientated, multi-disciplined professional with 15+ years' success steering creative direction and strategy to cultivate revenue growth and strengthen brand awareness for local and international clients.

Visionary strategist, skilled at developing innovative creative ideas to transform brand requirements and client brief into revenue-generating campaigns and content.

Committed to establishing exceptional rapport with clients to understand requirements and brand image, pitch engaging proposals, and accomplish a high standard of satisfaction.

Keen eye for video shooting and photography with the demonstrated ability to direct photoshoots and video productions to produce innovative content that engages with audiences. Talent for drawing, painting, and composing music and playing the guitar.

- Creative department Leadership
- Proactive and multi project handler
- Out of the box Creative Direction
- New Business Pitches & Presentations
- Integrated Campaign Management
- Marketing & Brand expansion back of mind
- Highly Organized (especially at project stage)
- Video Production Management & Photo-shooting
- Budget Preparation, presentation, and management
- Highly skilled in Design and Art Direction in:
Print, experience design, online visibility, content creation, web development, and photography.
- Skilled at establishing, managing, and maintaining relationship with clients (Previous business founder and owner)
- Passionate for delivering and "orchestrating" projects from start to finish through living the whole process from A to Z with a team with organized spread-out tasks and roles
- Wordpress Developer with E-commerce solutions
- Great Facebook/META Business Manager skills (advertiser with access to live support from Facebook team through messenger or "call requests" for sophisticated campaigns), Great Google Analytics skills
- Lovingly accept challenges and consider them as great opportunities
- Multitasker, working with multiple screens (2+) for maximum efficiency and time management
- I record my own voiceovers sometimes
- I believe in the power of a Team
- I'm here to change.

TECHNICAL
PROFICIENCIES

Adobe Photoshop, Adobe Illustrator, Adobe InDesign,
Adobe After Effects, Microsoft Office Suite, Keynote.

PROFESSIONAL EXPERIENCE

26 Branding Agency

Creative Director (November 2012 – Present)

Orchestrated all aspects of the agency's creative department, leading a high-caliber team of professionals to ideate and create innovative campaigns and strategies, according to budget and time constraints. Directed brand management and development for industry-leading local and international brands to improve market awareness and increase business growth.

Chosen as a Key Expert in Brand Development and Online Visibility for the European Union in collaboration with the Chamber of Commerce and Agriculture in Lebanon, ICOON (German Institute), and Expertise France.

Engaged with renowned clients to gather needs, receive briefs, and transform briefs into cutting-edge campaigns, designs, and brand strategies that engage with target audiences and optimize sales.

Brandcell SARL, Lebanon

Art Director & Brand Manager

(November 2010 – November 2012)

Leveraged creativity and strategic vision to develop innovative, cost-effective creative and brand solutions, campaigns, and content across all media platforms, including print, digital, and social channels. Increased market engagement and overall performance through online, ATL, and BTL marketing and content development. Remained up-to-date on current market trends and conditions, as well as evolving client needs to tailor solutions to accomplish optimal engagement and maximize market share.

SPONGE SAL

Board Member, Art Director & Brand Manager

(November 2009 – November 2010)

Fostered brand awareness by delivering comprehensive media plans and fulfilling brand requirements for renowned local and international companies. Ideated and delivered pitch-winning campaigns and creative solutions, aimed at cultivating revenue growth and inspiring target market.

Built and strengthened relationships with high-profile clients, including 3M Medical, Chtaura Park Hotel, and Biodiamond, to increase engagement across various channels.

Elected a key Board Member, steering creative direction and cultivating productive change by guiding decision-making.

Spider Monkey

Designer (November 2008 – November 2009)

Pioneered leading-edge designs that engage with target audiences for local and global brands, such as HSBC, Movenpick, Alfa Romeo, and BLC Bank.

EURO RSG

Junior Designer (March 2008 – June 2008)

Transformed client requirements into detailed designs for renowned brands, including Renault, Sanofi Aventis, and Sony.

EDUCATION

Master's Degree in Graphic Design & Advertising,

2008 - Université Saint Esprit de Kaslik (USEK)

LANGUAGE SKILLS

English (Fluent), French (Fluent)

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**CREATIVE BRANDING
PORTFOLIO**

JADKHOURY.CA

ART PORTFOLIO

JADKHOURYART.COM

RECOMMENDED

JADKHOURYART.COM/ARTWORKS

JADKHOURYART.COM/ART-GALLERY

MUSIC PORTFOLIO

SOUNDCLOUD.COM/JADKHOURYART

RECOMMENDED

SOUNDCLOUD.COM/JADKHOURYART/DREAMY-TEXTURE

SOUNDCLOUD.COM/JADKHOURYART/SETS/MOTHERS-OF-THE-OLD-WORLD

MUSIC & ART PORTFOLIO

YOUTUBE.COM/JADKHOURYART

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THANK YOU
