



Yaser Siksik

INTEGRATED CREATIVE DIRECTOR | AI WIZARD | TEAM BUILDER

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Personal Details

- Nationality: Jordanian
- Current Residence: Kuwait (Valid visa)
- Education: Diploma with Honors in Graphic Design
- Languages: Arabic: Native Speaker | English: Advanced Level

Objective

Seasoned Creative Director with a rich tapestry of experience, orchestrating the symphony of large creative teams to craft immersive narratives for brands. A maestro of creative strategy, visual storytelling, brand sculpting, and seamless technology fusion in the digital realm. Proven track record of orchestrating campaigns that resonate, igniting both commerce and conscience. Poised to channel decades of expertise into further enriching the creative landscape.

Current Professional Experience

- **Creative Director**
BPG Group Kuwait | Dec 2022 – Present
 - Lead a dynamic team of over 20 on-site and remote creative professionals.
 - Drive winning pitches, innovation, and strategic execution across local and global brands.
 - Spearheaded campaigns for high-profile clients.
 - Achieved international acclaim with the 'Best in Category' award for integrated campaigns.

Previous Professional Experience

- Associate Creative Director/BPG Group Kuwait
- Creative Group Head/BPG Group Kuwait
- Senior Art Director/BPG Group Kuwait
- Senior Art Director/TBWA Kuwait
- Senior Art Director/Paragon Kuwait
- Senior Art Director/CircusBc Kuwait
- Art Director/Partners Jordan
- Art Director/Young & Rubicam Jordan
- Graphic Designer/FP7 Jordan

Exaptational Skills

- **Exceptional Visual Communication:** Transform ideas into visual masterpieces that speak volumes, engaging audiences at first glance.
- **AI Mastery:** Harness the transformative power of artificial intelligence to revolutionize creative outputs, customize user experiences, and spearhead innovation.
- **Customer Experience (CX) Connoisseur:** Expertly craft strategies that amplify brand engagement and loyalty across diverse platforms, creating lasting connections.
- **Branding Virtuoso:** Navigate the complex landscape of brand building with finesse, from initial design and strategy to identity creation and market positioning, ensuring your brand stands out.
- **Integrated Campaign Architect:** Conceptualize and execute seamless campaigns that resonate with audiences and achieve strategic goals.
- **Digital Media & Tech Savant:** Leverage cutting-edge digital media and technology solutions to set new industry standards.
- **Production Efficiency Innovator:** Streamline production processes for maximum efficiency and impact, setting the pace in a fast-moving industry.
- **Stakeholder Engagement Specialist:** Build and maintain robust relationships with stakeholders, ensuring alignment and fostering collaborative success.
- **Leadership in Creative Excellence:** Guide and inspire teams towards groundbreaking creative achievements, cultivating a culture of innovation and excellenc.

Technical Skills

- **Strategic Innovation & Planning**
Strategy & Planning, Marketing Solutions, Business Models, Digital Strategy
- **Creative & Artistic Leadership**
Creative Direction, Art Direction, Creative Copywriting, Branding, Content Creation, Storyboarding
- **Digital & Interactive Media**
AI, VR/AR, Web Design, UI/UX
- **Visual Arts & Design**
Photography, Visual Manipulation, Retouching, Industrial Design, Pre/Post Production
- **Development & Engineering**
Knowledge in JavaScript, HTML5, CSS, Blockchain

Industry Expertise

- I have led creative teams, driving innovation, design, and production for leading brands across crucial sectors in Kuwait and the broader Middle East. My expansive leadership encompasses:
- **Banking (Kuwait, Oman):** Pioneered creative strategies for esteemed financial institutions such as NBK, Weyay Bank, Boubyan Bank, CBK, Dhofar Bank, and Maisarah Bank, markedly enhancing their brand presence in Kuwait and Oman.
- **Automotive (Kuwait, KSA):** Commanded the creative direction for industry giants, including Porsche, VW, Skoda, Chery, and Exeed driving the automotive sector's excellence forward.
- **Telecommunications (Kuwait):** Guided Ooredoo through transformative creative journeys, firmly establishing them as telecommunications leaders in Kuwait.
- **Retail (Regional):** Led groundbreaking creative projects for the Alshaya Group, significantly advancing its market dominance across the Middle Eastern retail landscape.

Awards & Recognitions

- BPG AI Award: Recognized for pioneering AI in marketing and advertising, highlighting societal impact and innovative application. (Dubai)
- BPG Group Agent of Change: Acknowledged for achievements in driving large-scale business and fostering long-term client relationships.
- International Summit Creative Award (Best of Category): For outstanding marketing firm work globally. Project: The Walkathon (National Bank of Kuwait / Kuwait Red Crescent Society).
- Mohammed Bin Rashid Al Maktoum Creative Sports Award (Shortlist): Celebrated for significant sports contributions. Project: NBK Walkathon (National Bank of Kuwait).
- Summit Marketing Effectiveness Award (Best of Category): Excellence in marketing communication. Project: Educate for a Brighter Kuwait (National Bank of Kuwait/Kuwait Red Crescent Society).
- Advertising Creativity Award (4 Gold): International recognition in print, packaging, and broadcast. Project: P2BK (Proud to be Kuwaiti and Remal Events).
- Proud To Be Kuwaiti Event (Appreciation Certificate): For significant contribution to the P2BK business exhibition.
- Kuwait Arabic Advertising Award (2 Gold): Honored for exceptional advertising campaigns. Project: P2BK (Proud to be Kuwaiti Event).

Interests

Passionate about AI and emerging technology trends, with a keen interest in photography. Enjoys exploring nature and embarking on adventures. Finds relaxation in walking and is committed to Corporate Social Responsibility initiatives.

Future Aspirations

I am looking for opportunities that will allow me to broaden my skill set further and delve deeper into new learning avenues. I aim to contribute significantly to an agency poised for groundbreaking achievements, leading the charge toward innovation and development in this new digital transformation era. I am passionate about harnessing my capabilities to help shape the future of digital landscapes and drive exceptional business success.