

# Omar Monsef Aly

Head of Creative . Art Director . Content Creator . Project & Account Manager



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London



EU Resident Permit

## Profile

Dynamic Creative Director and cross-platform content creator with international experience delivering culturally relevant, audience-first storytelling for global brands and reputable media companies. I work fluidly across film, advertising, digital media, social, print, and experimental formats, including projection mapping and mixed art practices. Driven by a passion for learning, exploration, and creative innovation, I specialise in shaping ideas into clear, compelling narratives that move seamlessly between mediums, balancing creative instinct with strategic clarity and strong producing expertise. Known for my collaborative leadership and operational confidence, I thrive in fast-paced environments where ambition, craft, and commercial objectives intersect, creating work that cuts through, connects emotionally, and is genuinely remembered. Inviting viewers to see the world through my creative lens is what I do best.

## Industry Experience

### Senior Content Creator and Copywriter

Feb 2023 - Dec 2023

MediaHolic

Created 7 company brands and identities in the span of 6 months. Manufactured and molded their own individuality in their campaigns and social media platforms and websites. Everything from their names and slogans, to their personas and visual appeal. Resulting to an increase in audience following a successful marketing strategy. Companies include: MediaHolic, Lava Events, Finesse Concierge, iSeek Properties, Spear Motors, Noble Group, & Rez.

### Director & Content Creator

Jun 2017 - Present

Freelance

Created content for social media platforms for the following clients. Videos: Georgina Bobb Agency, Zarine Films, Soul Chips, Siko Apparel, Solyma, Music Video Ogazi, Learning Support Center (LRC) Etc.

### Philosophy Education Agency

Feb 2025 - Present

Teacher

Hired by Philosophy Education as a supply teacher, providing flexible cover for various schools across London.

### Head of Creative

Jul 2021 - Jul 2022

Bellcom x Limecom

Accounts: Samcrete (Pyramids Heights Residences, ICONIA, & Holding), Sale Sucre, Aqar Masr (Anakaji), Molped, Layaly Masraya, Amira.

### Content Creation in the Digital Creative

Jun 2021 - Aug 2021

Team (Project Based)

Tarek Nour Agency (TNA)

Accounts: Opio X Ahl Masr, MBE (El Bank El Ahly), On The Run, Masr el Kheir, MIDBank, MG Cars, Le Marché, Ahmed Fahmy Social Media Account (El Arif movie), Magdy Yacoub

## Personal Details

### Website

behance.net/omarmonsef

### LinkedIn

linkedin.com/in/omar-monsef-aly-a58246158

### Vimeo

vimeo.com/user91397605

## Education

### MA Graphic Design Visual Communication

University of the Arts in London (UAL), London

Sep 2024 - Sep 2025

### Digital Marketing & Graphic Design Certificate

SAE Institute, Dubai

Oct 2022 - Dec 2022

### BA Filmmaking

Kingston University, London

Sep 2014 - May 2018

### American Diploma

American International School

(AIS), Cairo

Sep 2006 - Jun 2014

### Elementary

El Alsson School, Cairo

Sep 1998 - May 2006

## Skills

- + Storytelling
- + Brand Architecture
- + Brand Identity & Strategy
- + Digital Strategy
- + Positioning
- + Art Design
- + Singer
- + Actor/ Voice Actor
- + Dancer
- + Archery
- + Market Research: Analysis, Segmentation, Competitor Scanning
- + Positioning
- + Art Design

**Creative & Operations Team (Project Based)** Aug 2020- Sep 2020  
Tayarah  
Created Content in the Gouna Film Festival for Tayara and in charge of on-ground operations for Pepsi, O West and "El3ab ya Negm" by Tayarah.

**Head of Creative** Dec 2019 - Apr 2020  
Random Content  
Worked on Concept Strategy for Vodafone and Saula Sweets and Social media campaigns.

**Assistant Producer & Junior PR** Jan 2019 - Sep 2019  
Kay-Oh & Ginger Talent  
Worked on projects such as Toasties, Castrol Oil, Careem, Sunsilk, and as PR use to manage celebrities like Dorra.

**Assistant Director** Apr 2018 - Jan 2019  
Jehan Noujaim & Karim Amer  
Became a Casting Director Associate for the Hulu and A24 series Ramy which won a Golden Globe

**Assistant Producer** Sep 2018 - Nov 2018  
Animation Advertising Media Hub (Saadi Gohar)  
Worked side by side with the producer on organizing behind the scenes set for multiple advertisements.

Additional Experience

**Product Creator Owner**  
Blue Print Fragrance  
Creating Blue Print, my Eau de Toilette, merged my passion for fragrance and design. In collaboration with SIPEC France, I developed four scents: Art Deco, Shabby Chic, Retro, and Zen, blending architecture-inspired aromas with innovative packaging.

**TA English Teacher**  
Advanced School  
Teaching children with autism how to read and speak English along with arts and crafts.

**Creative Trainee**  
Monkeys in Tuxedos  
Participated in campaigns and ads for Redbull and Nestle.

**Assistant Producer**  
Hama Production  
Worked on three advertisements and projects working throughout the whole process including Ninja Warrior Arabia

Film Screening

BFI (British Film Institution)  
- May 2018 - Azza Fahmy Documentary: Every Piece Has A Story  
- May 2017 - Phenomenal Woman

- \* Social communication (persuasion, understanding, etc.).
- \* Writing and Verbal communication skills
- \* Public speaking
- \* Organization skills.

Technical Skills

- # Design: Adobe/ InDesign/ Illustrator/ Photoshop/ 3D Mapping Touch Designer
- # Film Editing: Premiere Pro/ Final Cut/ Da Vinci/ iMovie/ Avid/Cap Cuts
- # Presntations: PowerPoint/ Keynote/ Canva

Languages

- English
- Arabic
- Spanish
- French