

Amro Sami Smadi

Brand Strategist, Creative Director.

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Portfolio: amrosmadi.com

Versatile Brand Strategist and Creative Director with **13+** years of developing and executing impactful concepts. I bring expertise in **strategic brand development through creative innovation**, consistently delivering high-quality results on a global scale. Holding a **post-graduate degree in the Philosophy of Aesthetics and Arts**, I seamlessly **blend artistic and philosophical theories with practical experience** to craft **engaging brand strategies** across **diverse sectors**, including government, NGOs, pharmaceuticals, and major events as **2022 FIFA World Cup Qatar, Riyadh Season, The Centenary of Jordan, Saudi National Day 89 and Amman design week**.

Areas of Expertise & Skills

- AI Creative Integration and Transformation.
- Brand building, positioning, and development.
- Creative conceptualization, briefing, and execution.
- Leadership of creative teams and cross-functional collaboration.
- Planning, executing, and monitoring creative processes.
- Financial analysis and insights for strategic decision-making.
- Data-driven creative solutions with KPI tracking.
- Developing brand identities, books, and guidelines.
- Aligning strategic brand development with creative execution.
- Product and account management.
- Strategic planning, Managing and directing end-to-end ATL, BTL, 360 campaigns.
- Brand Storytelling.

Education



**Master's degree in Philosophy -
Aesthetics, Arts and Culture.**
University of Jordan
2021 - 2024



Bachelor degree in Graphic Design.
Al-Ahliyya Amman University (AAU).
2008 - 2012

Training and Certifications

- **Adobe Photoshop**, Certified Degree, New Horizons, USA.
- **Adobe Illustrator**, Certified Degree, New Horizons, USA.
- **Adobe Indesign**, Certified Degree, New Horizons, USA.
- **Adobe Flash**, Certified Degree, New Horizons, USA.
- **Adobe Dreamwaver**, Certified Degree, New Horizons, USA.
- **Salesforce Pardot Specialist**, Salesforce.
- **SAP Revenue Driver**, Lifecycle Marketing. SAP.
- The International English Language Testing System (**IELTS**), Academic section **Overall 7.0**.
- **Cyber Security protocols: procedures and precautions**, Royal Hashemite Court, Jordan.
- **Risk Assessment and Management**, Qatar Charity Headquarters, Qatar.
- **Administrative Policies and Procedures**, Qatar Charity Headquarters, Qatar.
- **Due Diligence Management Applications**, Qatar Charity Headquarters, Qatar.

Career Experience

Identity and Art Production Strategist

Qatar Charity – Doha, Qatar

02/2024 – Present



Achievements:

- Member of **QC's Innovation & Transformation Committee**, leading the creative department's AI integration strategy.
- Situating multiple strategic creative plans for **QC Master Brand Visual philosophy** to guarantee the desired psychological impact through Color system, Visual Grids, Image categorizing, sub-branding rules and Logo treatment.
- Strategically planned, "**VVIP**" Donors Loyalty Program "**Nafla**", Creative and art directed its Brand identity.
- Strategically planned and revamped the "**Donors, VIP and VVIP Doners Reports**".
- Creative and art directed Brand identity of "**Nahj al Nobowah**" orphan program.
- Strategically planned, Creative and art directed Winterization Campaign **نسيتونا؟**.
- Strategically planned, Built the identity, Creative and art directed of **Ezdhar** 2024-2025 initiative.
- Created the cobranding Scheme of **Rofaqaa** initiative with Qatar Charity, domestically and internationally.
- Creative and art directed "Center of Humanitarian and Development Excellence **Ma'en**" initiative.

Creative Lead

Dallah Holding Media - Doha, Qatar

08/2022 – 11/2023



Achievements:

- **FIFA World Cup 2022:**
 - Directed the "City Dressing Operation," ensuring design, printing and branding aligned with FIFA's guidelines and standards.
 - Managed the design and printing process for the "Al Khour" FIFA Fan Zone, following FWCQ22 theme Guideline rules and FIFA quality standards.
- **Qatar Foundation:** Created the winning creative concept for "Akhlaquna Day," "Qatar National Library", and "Qatar Reads" at the Doha International Book Festival.
 - Directed 360° campaigns for the mentioned award winning concepts.
- **Qatar Football Association:** Designed the concept, artworks, and visitor journey for the "Al Annabi" exhibition and trophy room in Msheireb City.
- **North Oil Company:** Created the digital artworks of 2023 calendar. Led the creative process for the 2023 Education City Job Fair.
- **Qatar Creates:** Built the concept and designs for the "One Pass" Museums campaign.
- **Qatar Gas:** Managed the concept, design, and printing for the 2023 Sports Day event.
- **Shell:** Directed branding for the new headquarters, adhering to Shell's theme and guidelines.
- **Google:** Designed the concept and artworks for the "Wrapping 22" event.
- **DHM Group:** Contributed to the marketing strategy post-FWCQ22.

Creative Consultant

Royal Hashemite Court, (Contractor)

04/2020 – 04/2022



Achievements:

- Worked on several projects for the Office of His Majesty King Abdullah II.
- A member of "Jordan Centenary" committee. Contributed in development of the Centenary's essence, vision, and strategic goals, collaborating on both tangible and sentimental objectives.
- Planning sessions and approval rounds with agencies to ensure that all creative deliverables met the highest national and royal protocol standards.
- Managed outsourced manpower, ensuring seamless coordination and implementation of creative visions.

- Oversaw the creative execution and adherence to brand guidelines for the Centenary identity, ensuring consistency across all platforms.
- Creative Consulting, leading, developing and executing multiple celebrations domestically and for overseas diplomatic delegacies.
- Directed multiple digital artwork projects across RHC, ensuring high-quality results.
- Worked on several confidential projects for the Office of His Majesty King Abdullah II.

Creative and Digital Marketing Manager
United Business Application (UBA) – Jordan,
Saudi Arabia, UAE, Bahrain.
 01/2021 – 10/2021



Achievements:

- **UBA:** Established the creative department and merged it with the Marketing Department. Strategically planned and implemented creative executions that resonated with each of UBA's product's target audience. Led website design, marketing, and branding for headquarters, publications, and social media. Integrating Salesforce Pardot tools.
- **KAYAN HR:** Built brand identity, designed portal and app's UI/UX, managed digital marketing and SEO campaigns using Salesforce Pardot.
- **DXTR:** Developed brand identity, vehicle modules, and portal UI/UX, leading marketing and Salesforce Pardot setup.
- **HB Record Label:** Created brand identity, themed studio interiors, directed promos, and managed marketing strategies and digital campaigns.

Creative Director
TMD3 – Riyadh, Saudi Arabia.
 02/2019 – 01/2021



Achievements:

- **TMD3:** Established the creative department in collaboration with HR and higher management.
- **Ministry of Housing:** Led website revamps and directed branding and marketing for "Murcia City."
- **Ministry of Commerce and Industry:** Developed the E-Commerce Council brand and directed an ATL campaign.
- **Ministry of Municipal Affairs:** Collaborated on an app UI revamp.
- **Ministry of Finance:** Directed the design of the KSA official Gold Hallmark.
- **Ministry of Health:** Contributed to the Covid-19 TVC storyboard.
- **General Entertainment Authority:** Managed branding and marketing for "Riyadh Season" events.
- **Masic Logistics:** Managed websites, social media, events, and marketing strategies.
- **Flynas:** Designed passenger and child safety brochures.

- **Saudi Energy Efficiency Center:** Directed a BTL energy-saving campaign.
- **Al Qiddya:** Led creative direction for the "Ya Tuwaiq" music video.
- **SABC & ACES:** Built brand identities and led website design and development.

Art Director

Zita Marketing – Amman, Jordan.

03/2016 – 01/2019



Achievements:

- **Engelhard Arzneimittel:** Led digital marketing and designed social media, videos, banners, and Arabic packaging for key products including Prospan Arabia and ISLA Tablets.
- **Galderma:** Created digital marketing and social media content for Restylane and Cetaphil Arabia.
- **Queen Rania Teacher Academy:** Art directed the website front-end, icons, and banners.
- **UNDP:** Designed print-ready yearbooks (2017/2018) and media content for refugee events.
- **Princess Taghrid Institute (PTI):** Designed social media, co-led a digital art course, and directed packaging and photography for PTI Kitchen.
- **NHC Food Group:** Built brand identities, managed social media, and directed video production for multiple restaurants.
- **Etabeeb (E-health App):** Created brand identity, Collaborated on app UI/UX and strategic marketing plan .



Senior Graphic Designer, Ink Printing Services – Amman, Jordan.

01/2015 – 03/2016



Graphic Designer/Photographer, Omooda online boutique– Amman, Jordan.

01/2013 – 12/2013



Graphic Designer, Dallah Services – Amman, Jordan.

12/2013 – 12/2014



Junior Graphic Designer, Q-Design– Amman, Jordan.

06/2011 – 12/2012