

Bernard Mansour

| Creative Director | Brand Initiaton
| Digital Transformation | Art Direction
| Social Media content creation & Management



Highly creative, professional, and qualified Senior Art Director possessing an industry acclaimed portfolio and specialized excellence in developing Marketing Strategies and Advertising campaigns that excite consumers and grow iconic brands.

Value-based experience of 15+ years manifested by creating successful projects, aiding clients in transforming business, leveraging key customer insights to identify unmet needs, and defining a unique and own-able brand positioning.

Verifiable track record of successfully meeting all project milestones, deadlines, and budget requirements. Swiftly adapt to new technology and innovative processes while ensuring compliance with high-quality standards. Distinguished by proven ability to take complete ownership of projects by utilizing those skill sets along with keen attention to detail, effective communication, and solid core values.

Career Timeline

08/2005 Graduation B.A. Graphic Design Lebanon	02/2005 06/2006 Young & Dynamic Lebanon	07/2006 05/2007 Beetle Design Studio Lebanon / Kuwait	06/2007 09/2009 Medialinks Bahrain	04/2010 09/2010 Rotana Music Lebanon	02/2011 08/2012 Feer McQueen Lebanon	09/2012 Present Medialinks Bahrain
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Career at a Glance

- Focused leader presenting creative vision and operational direction to teams for producing collaterals, marketing communication, and brand management campaigns that are clear, compelling, and visually exciting.
- Resourceful tactician: Well focused and proficient at shaping ATL and BTL strategies that positively impact revenues, brand image whilst facilitating innovation, business value creation, deliver desired results and goals.
- Demonstrated unmatched success in directing highly interactive, user-centric web-design, and producing print / digital media collaterals including brand consistent digital experiences across diverse range of categories, industries, and platforms.
- Articulate & driven leader: presenting creative yet pragmatic approach for developing and solidifying Brands that capture market-leading dominance.
- Strategic Visionary: proven accomplishment in translating brand goals into advertising solutions that impeccably resonate the 5Ws (what, where, when, why, and who) as well as identify unmet marketing needs ahead of the curve.
- Progressive Team Manager: Developed mutually supportive and effective working relationships with team members; provided cooperation and input whilst informing them of their activities and progress.
- Excellent organizational, self-starter, and interpersonal skills with the ability to prioritize tasks, manage multiple projects, collaborate with stakeholders at all levels, and meet urgent deadlines.

Areas of Excellence

- Strategic Planning & Execution
- **Creative, Visual & Art Direction**
- Brand Creation & Designing
- Photography Enhancement
- **ATL & BTL Advertising**
- Direct & Outdoor Marketing
- Production Follow-up
- Digital Marketing
- **Digital Management**
- Animation & Storyboard
- **Social Media Management & Content Creation:** Facebook, Instagram, Linkedin, and Tiktok.
- Google Network & Meta verse
- Market Study & Analysis
- Project Management
- Client Relationship Management
- **Team Delegation & Leadership**

Soft Skills



Career Details

Senior Art Director Medialinks – Manama, Bahrain September 2012 - Present

- Chiefly responsible for developing and maintaining a clear vision and delivering captivating visual message that directly appeals and connects to the targeted market/ audience.
- Partnering with Account Managers to translate client requirements into highly specified project briefs – leading all aspects of graphic/ website design, copy, video, animation, infographic, social media material, photography, and other promotional assets.
- Articulating the vision, and providing work direction to a team of creative designers for producing innovative and impressive campaigns/ promotional materials.
- Demonstrating the highest standards of creative excellence, and business objectivity for producing:
 - creative identities/ logos/ stationeries
 - print collaterals (business cards, letterheads, notebooks, promotional items, folders, brochures, flyers, tent cards, self-stand/ mall stand)
 - Outdoor advertising (lamp posts, scaffolding, unipoles, digital billboards),
 - digital presence (website layouts – data entry, copywriting, managing online purchases), Instagram profiles, Facebook Ads, Google ADS (SEO, SMM, KPI)
 - animation, storyboards, commercials.
- Delivering creative excellence from ideation to through final projects – driving collaboration with cross-functional teams, leveraging internal resources and technologies to ensure all produced content takes the client's brand a notch higher.
- Establishing high standards for creative production, productivity, quality, and client service – aligning team priorities with business objectives to deliver high-quality work on time and within budget.
- Ensuring alignment of key processes and services with strategic goals of the business; presenting a range of reports to Creative Director to aid in business planning and forecasting.



**Diyar al
Muharraq
Bahrain**



**Jarir
Bookstore
Bahrain**

Key Projects to credit:

- Zain Telecom
- Benefit/ BenefitPay
- Diyar al Muharraq
- Jarir Bookstore Bahrain
- Al Baraka Bank
- Ithmaar Bank
- Gaia Luxury
- Al Mahmood Pearls
- Aurum & Reve Arabia Bags & Shoes
- Khaleeji Commercial Bank
- Bahrain Bourse

• Zain - Bahrain

Advertising & SM Content Creation



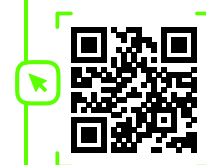
• Bede Financing - Bahrain

Advertising & SM Content Creation



• Gaia Luxury - Bahrain

Brand Identity
Website Design & Data Management
SM Content Creation
& Advertising



Freelance Experience

Brand Initiator (April 2009 – Present)

- Commanded all operations from ideation to execution and developed marketing materials/ collaterals while ensuring that they are in line with the client's Brand ideology and budgets.
- Provided solutions to express the key message of the client's brand through an appropriate image/ design across various media platforms to represent their products and form a basis for brand identity.
- Developed creative design solutions supporting client goals; created graphic designs using a variety of methods like color, type, illustration, photography, and various print/ layout techniques.
- Demonstrated strong working knowledge of all graphic designing software and technologies and contributed significantly in the development of large-scale projects/ campaigns/ advertising with full responsibility of on-time delivery.
- Functioned as a key liaison internally as well as with clients; anchored operations to realize designs and execute creative solutions that can be translated across various media platforms to obtain maximum results.



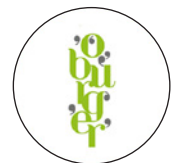
Key Projects to credit:

- Vedette Café – KSA (2021)
- Sandella's Café – KSA (2019)
- Patatia – KSA (2018)
- OBurger – KSA (2014)
- Khalil Gibran Museum – LEB (2009)
- American University of Applied Science & Technology – LEB (2009)

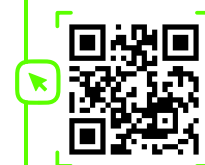
• Vedette Café – KSA Brand Identity & Development



• Oburger – KSA Brand Identity & Development



• Patatia – KSA Brand Identity & Development



More about my work,
please check my website

www.thebern.me



bernard mansour

what i can do in short:



AI-generated Artworks
Augmented Reality (Ar) Experiences
Social Media Campaigns
Social Media Graphics
Video Content Creation
Logo Design
Company Profile
Annual Reports
Packaging Design
Advertising Campaigns (AtI And BtI)
Email Marketing Designs
Event Branding
User Interface (UI) Design
User Experience (UX) Research
Content Creation For Blogs And Websites
E-commerce Product Displays
Collaborative Projects With Influencers
Brand Storytelling Through Visuals
Print And Digital Ads For Product Launches
Visual Merchandising Materials
Community Engagement Graphics
Podcast Cover Art

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Art Director

Feer McQueen – Jeita, Lebanon (February 2011 – August 2012)

- Commanded the creation of overall design works by conferring with clients, accounts managers, creative designers, and creative directors while managing department activities and budgets.
- Combined strategic planning with creative excellence for designing concepts based on the client's vision while guarding brand standards. Managed multiple accounts at once and successfully achieved 100% client satisfaction.
- Oversaw accounts and projects – discussed requirements with clients, provided design solutions from ideation up till final execution, inspected team performance, and approved suitable materials that will be presented to clients.
- Engineered customized visual solutions for clients that meet aesthetic, business, and technical criteria for:
 - creating identities/ logos/ stationeries
 - collaterals – business cards, letterheads, notebooks, promotional items, folders, brochures, labels, and website
 - outdoor advertising – unipoles, billboards
- Coordinated resources as well as troubleshoot any problems/ issues; established budgets and timelines while delivering the finished projects within those parameters.

Senior Graphic Designer

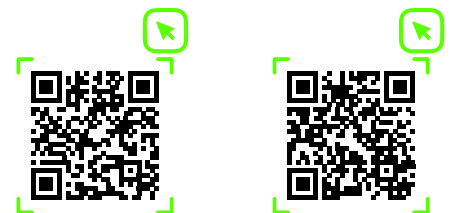
Rotana Music – Beirut, Lebanon (April 2010 – September 2010)

- Developed creative design solutions to magnify artists' music albums; created graphic designs using a variety of methods like color, type, illustration, photography, and various print/ layout techniques.
- Functioned as director/ assistant in photography sessions – liaised extensively with suppliers/ workers/ and coordinated for shooting areas to ensure deadlines and budget goals are appropriately met.
- Devised an optimal blend of colors, layouts, arrangement, font size, image/ illustrations – contributed compelling ideas to enhance visual appeal/ aesthetic.
- Strategized promotional events/ brand social events/ product launches to communicate with the target market, maximize awareness, reach as well as enrich the brand image.

Key Projects to credit:

- Reva. House of Sleep
- Adyar Winery
- Health Engineers
- IDAL
- United Petroleum
- Al Sultan Bakery

• Reva Mattresses



Key Projects to credit:

- Marwan Khoury Album – Rajain
- Designing indoor branding, outdoor advertising media, & print materials such as:
 - CD Booklet
 - CD Cover
 - CD Label
 - Poster
 - Self-stands
 - Table stand
 - Drop banners
 - Return gifts

Graphic Designer

Medialinks – Manama, Bahrain (June 2007 – September 2009)

- Steered the commercial function geared towards acquiring new business, securing customer loyalty, and forging strong business relationships leading to enhanced sales, volume, profitability, and market share in Bahrain as well as Oman and Spain.
- Engaged in client communications to precisely understand designing requirements; developed creative and realistic design plans, researched and analyzed best design techniques and/ or solutions that best support client's goals.
- Oversaw all projects from design conception to delivery anchored operations to realize designs and execute creative solutions that can be relayed across various media platforms to obtain maximum results.
- Effectively translated creative concepts into reality by working on colors, sound, artwork, photography, animation, and other critical visual elements to ensure consistency in look, tone, content, and quality as per the client's brand standards.
- Drove client satisfaction and loyalty by ensuring all deliverables were met and are aligned with the client's goals and objectives. Established a meticulous follow-up to secure client acceptance and avoid iterations during advanced stages of project life cycle.

Key Projects to credit:

Drove brand performance by creating visual communications conveying messages in an aesthetically pleasing manner for banks, malls, retail stores, real estate companies, Government/ Ministries of Bahrain as under:

- Creative identities/ logo
- Stationaries – notebook/ notepad
- Promotional items
- Folders
- Brochures/ Flyers
- Tent cards
- Self-stand/ Mall Stand
- Promotional stand

Other Professional Experiences

July 2006 – May 2007

Position: Graphic Designer
Beetle design, Lebanon / Kuwait
Company Industry: Design House

Duties & Tasks

- Creating smart layouts for several exhibitions and events in Beirut and Kuwait city.
- Most known Project Medhealth Beirut 2006

February 2005 – June 2006

Position: Graphic Designer
Young and dynamic, Lebanon
Company Industry: Advertising

Duties & Tasks

- Creating Logos
- Press Ads Layouts
- Executing Catalogues, brochures, Banners and outdoor billboards.
- Small emphasis on website adaptations
- Most known Project: Bed&Bed Mattresses, Atamian Watches.

let's communicate

+973 33222190

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nication

Scholastics Portfolio

- Bachelor's in Arts – Graphic Design Program
Moving Image Concentration
Notre Dame University – Lebanon
(2005)
- Diploma in Graphic Design Program
Cambridge College – Ontario Canada
(2005)

Skills

Adobe Suitecase
Adobe Illustrator
Adobe Photoshop
Adobe Indesign
Microsoft Office
Microsoft Word / Document
Microsoft Powerpoint
Microsoft Excel
MAC Platform Expert

Languages

- English: Fluent
- Arabic: Fluent (Native)
- French: Very Good

Personal Information

Date of Birth: 24/01/1983
Marital Status: Married
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Email: bernardmansour@gmail.com
Current Location: Manama, Kingdom of Bahrain
Address: Flat 505 Bldg 586 Blk 334 Rd 3419
Location Preference: Bahrain, KSA, Qatar
Any GCC Country, Europe, or Canada

Well-networked
professional with
excellent references
in credit

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OCT22