

# Bernard Mansour

| **Creative** Director | Brand Initiator  
| **Ai Puppeteer** | **Digital** Transformation  
| Visual Direction  
| Social Media **Content** Creation & **Management**



Experienced and results-driven Creative Director with over 15 years of hands-on expertise in leading branding, design, and marketing initiatives across diverse industries. Known for building and guiding high-performing creative teams, and delivering strategic solutions that strengthen brand identity, drive engagement, and support business growth.

Skilled in translating client needs and market insights into effective visual strategies, with a strong focus on digital and social media trends. Proven track record of delivering high-quality work on time and within budget, optimizing creative workflows, and collaborating with stakeholders to drive results through clear, practical, and strategic direction.

## CAREER TIMELINE

<b>08/2005</b> <b>Graduation</b> B.A. Graphic Design Lebanon	<b>02/2005</b> <b>06/2006</b> Young & Dynamic Lebanon	<b>07/2006</b> <b>05/2007</b> Beetle Design Studio Lebanon / Kuwait	<b>06/2007</b> <b>09/2009</b> Medialinks Bahrain	<b>04/2010</b> <b>09/2010</b> Rotana Music Lebanon	<b>02/2011</b> <b>08/2012</b> Feer McQueen Lebanon	<b>09/2012</b> <b>Present</b> Medialinks Bahrain
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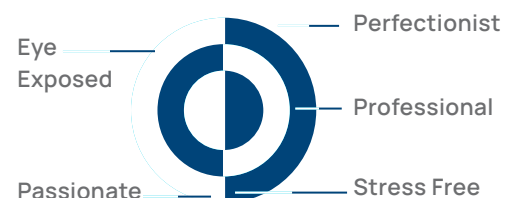
## CAREER AT A GLANCE

- Creative Director: Leading the creative department with a team of 4 designers, working with 2 account managers. Responsible for overseeing branding, design output, and aligning visual communication with business goals.
- Focused leader presenting creative vision and operational direction to teams for producing collaterals, marketing communication, and brand management campaigns that are clear, compelling, and aligned with client objectives.
- Strong capability in identifying and analyzing social media trends and market behavior, then translating those insights into effective visual strategies that enhance brand relevance, audience engagement, and overall market presence.
- Presenting a creative yet pragmatic approach for developing and maintaining brands that are competitive, relevant, and positioned for growth.
- Skilled in shaping ATL and BTL strategies that support revenue growth, enhance brand image, and deliver measurable business results.
- Proven ability to manage teams, assign tasks, and ensure timely delivery of creative and marketing projects.
- Comfortable working under pressure, handling multiple deadlines, and collaborating with cross-functional teams and stakeholders at all levels.

## AREAS OF EXCELLENCE

- Strategic Planning & Execution
- Creative, Visual & Art Direction
- Brand Creation & Designing
- Team Delegation & Leadership
- AI-Driven Creative Lead
- Conventional & Digital Strategist
- Photography & Enhancement
- Production Follow-up
- Digital Marketing
- Content Creation and digital trend setters: Facebook, Instagram, LinkedIn, and Tiktok.
- Google Network & Meta verse
- Market Study & Analysis

## SOFT SKILLS



## CAREER DETAILS

### CREATIVE DIRECTOR MEDIALINKS – MANAMA, BAHRAIN SEPTEMBER 2025 - PRESENT

Promoted from Senior Art Director to Creative Director, responsible for leading the creative department and overseeing all design and branding activities.

- Team Management: Supervising a team of 4 designers and working closely with 2 account/client managers to deliver projects on time and according to brief. Planning with upper management to align creative goals with business objectives.
- Managing the full lifecycle of projects - from concept development, design execution, review, and delivery.
- Streamlining workflows within the creative team to improve efficiency and meet tight deadlines. And reviewing all creative outputs to maintain consistency, accuracy, and brand alignment.

### SENIOR ART DIRECTOR MEDIALINKS – MANAMA, BAHRAIN SEPTEMBER 2018 - SEPTEMBER 2025

Promoted from Art Director to Senior Art Director, responsible for delivering captivating visuals among mixed media 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.
- 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.

### KEY PROJECTS TO CREDIT:

- Zain Telecom
- Bede Fintech
- Gaia Luxury Leather goods
- Megasun Tanning Studio

#### Zain - Bahrain

Advertising & SM Content Creation



#### Bede Financing - Bahrain

Advertising & SM Content Creation



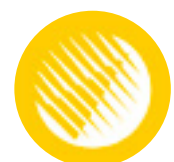
#### Gaia Luxury - Bahrain

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



#### MegaSun - Bahrain

Brand Development  
SM Content Creation & Management  
+Advertising



**ART DIRECTOR**  
**MEDIALINKS – MANAMA, BAHRAIN**  
**SEPTEMBER 2012 - SEPTEMBER 2018**

- 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.
- 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.

**ART DIRECTOR**  
**FEER MCQUEEN – JEITA, LEBANON**  
**FEBRUARY 2011 – AUGUST 2012**

- Led end-to-end design projects by collaborating with clients, account managers, and creative teams, while overseeing departmental budgets and operations.
- Merged strategic thinking with creative execution to deliver concepts aligned with client vision and brand guidelines.
- Managed multiple client accounts simultaneously, maintaining a consistent record of 100% client satisfaction.
- Delivered tailored visual solutions for branding, print, digital, and outdoor media, including logos, stationery, marketing collateral, packaging, websites, and billboards.
- Oversaw project resources, resolved production issues, and ensured on-time, on-budget delivery of all creative outputs while delivering the finished projects within those parameters.

**KEY PROJECTS TO CREDIT:**

- 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

**Jarir Bookstore - BH**

Advertising & SM Content Creation



**Diyar al Muharraq - BH**

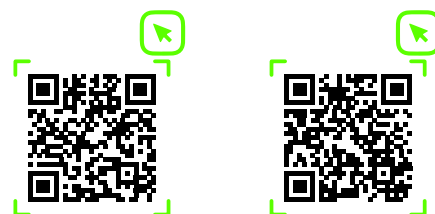
Advertising & SM Content Creation



**KEY PROJECTS TO CREDIT:**

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

**Reva Mattresses**



bernard mansour

# what i can do in short:

تواصل بصري متميز distinctive

- Lead and manage the creative team
- Direct the overall creative vision and strategy
- Oversee the development work
- Ensure brand consistency
- Review and approve all creative deliverables
- Monitor market trends
- Align creative output with business objectives
- Provide guidance to team members
- Support new business pitches
- Maintain high quality and originality
- Coordinate with cross-functional teams
- Integrate digital media into campaigns
- Ai-generated artworks and campaigns
- Social media content creation
- E-commerce product displays
- Collaborative projects with influencers
- Brand storytelling through visuals
- Brand design and development
- Company profile
- Packaging design
- Email marketing designs
- Event branding
- User interface (ui) design
- User experience (ux) research
- Advertising campaigns (atl and btl)

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### **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:**

- 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

# 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 ('09)

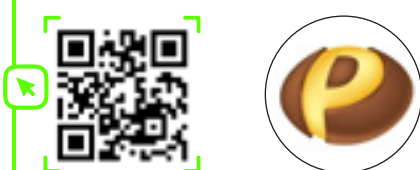
### • Vedette Café – KSA Brand Identity & Development



### • Oburger – KSA Brand Identity & Development



### • Patatia – KSA Brand Identity & Development



More about my work,  
please check my website  
[www.thebern.me](http://www.thebern.me)

## 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.

## 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 & Software

Adobe Suitecase  
I Photoshop I Illustrator I Indesign

Microsoft Office  
I Word I Powerpoint I Excel

Ai Generators  
I Magnific (Freepik) I Claude I ChatGPT  
I Suno Music I Envato + Shutterstock Library

MAC Platform Expert

## Languages

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

## Personal Information

Date of Birth: 24/01/1983  
Marital Status: Married  
Mobile: +973 32232190  
Email: [bernardmansour@gmail.com](mailto:bernardmansour@gmail.com)  
+ [bern@thebern.me](mailto:bern@thebern.me)

Current Location: Manama, Kingdom of Bahrain  
Location Preference: Bahrain, KSA, Qatar, GCC, or Lebanon.

Well-networked  
professional with  
excellent references  
in credit

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