



Khaled Saab

CREATIVE STRATEGY | BRAND STORYTELLING | INTEGRATED DIRECTION

Saudi Arabia, Jeddah
+966 50 637 6801
k.saab75@gmail.com

DISRUPTIVE CREATIVE DIRECTOR

I don't do "just another campaign."
I build brand moments that capture attention and won't let it escape.
With 30 years delivering creative results across all industries, I specialize in turning even the simplest brief into a cultural event. From big brand launches to strategic rebrands, I bring vision, strategy, and creative leadership to every project—driving results that stick.

How I Turn Brands Into Results.

- Data-driven storytelling with depth
- Built meaningful brand narratives for global leaders
- Transformed market insights into campaigns that deliver measurable results
- Integrated AI tools and strategies to boost creative impact and streamline processes.

CLIENT PARTNERSHIPS

- Built strong relationships with clients across industries
- Provided strategic consulting to help brands grow and adapt
- Earned repeat business from major clients

CAMPAIGN DIRECTION

- 360° creative planning and execution
- Led successful campaigns across print, digital, TV, and BTL
- Managed projects from first concept to final launch

TEAM LEADERSHIP

- Creative team builder and mentor
- Led high-performing teams under tight deadlines
- Encouraged cross-functional collaboration to generate ideas

VIDEO & STORYTELLING

- End-to-end content development
- Directed visual content with strong storytelling
- Supervised video production to ensure every detail matched the vision

DESIGN CRAFT

- Attention to detail with a creative approach
- Skilled in typography, layout, and Adobe Suite
- Developed campaigns recognized for their clarity and visual strength

CAREER EXPERIENCE

Independent Creative Director

- KSA, Remote | Aug 2023 – Present
- Creative consulting, campaign development, and brand storytelling for clients in diverse sectors
 - Rebrand identities and deliver results-driven content
 - Develop and launch original business concepts

Senior Creative Director, PG Integrated

- Jeddah | Mar 2013 – Sep 2023
- Led cross-functional teams to deliver integrated campaigns—digital, print, video, BTL
 - Orchestrated market launches, brand refreshes, and full-funnel content strategies

Senior Creative Director, Publicis Groupe

- Jeddah | 2003 – Mar 2013
- Managed major accounts in high-stakes sectors
 - Drove creative innovation and set new agency benchmarks
 - Led concept, design, and rollout for multi-channel campaigns

Art Director - Creative Director, Publi Graphics

- Jeddah | 1996 – 2003
- Rose from Art Director to Creative Director, learning from top industry leaders
 - Built brands from the ground up, pitched bold ideas, led creative teams, and steered projects from sketch to spotlight
- Freelancer, Montreal
1991 – 1996
- Worked as a graphic designer, handling a range of design projects—logos, print materials, and visual concepts—for clients across different industries

SIGNATURE SKILLS

- Integrated Campaign Management (print, digital, video, BTL)
- Brand Development & Identity Systems
- Creative Consulting & Strategic Direction
- Cross-Platform Storytelling
- Visual Design (Photoshop, Illustrator, InDesign)
- Team Leadership & Talent Development
- Vendor & Stakeholder Management
- Market Insight & Consumer Trends Analysis

SUPERPOWERS

- Transformative Leadership
- Analytical Mindset
- Rapid Problem-Solving
- Fierce Communication
- Relationship Building
- Deadline-Obsessed Organization
- Adaptable, Resilient, Unflappable

ATS-OPTIMIZED SUMMARY

Creative Director with 30+ years' experience in campaign management, integrated marketing, brand strategy, and storytelling. Proven success in automotive, FMCG, financial services, technology, and telecommunications. Skilled in digital advertising, print design, video content creation, cross-platform brand building, Adobe Creative Suite, team leadership, client management, and strategic consulting.

EDUCATION

- Interior Design Diploma, 1994
Center Of Fine Art , Beirut, Lebanon
- DEC In graphic Design, 1985
Dawson College, Montreal, Canada

EXTRAS

- Outlasted trends, algorithms, and three recessions
- Fluent in English, Arabic, and the language of creative collaboration
- Visa: Saudi Iqama