

Ibrahim Abdallah

Group Account Director
Creative & Account Leadership

Contact

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Core Competencies

- Client Relationship Management
- Strategic Thinking & Brand Consultation
- Team Leadership & Mentorship
- Client Presentations & Pitching
- Campaign Development
- Creativity & Art Direction
- Video Concept & Production Development
- Social Media Creative Execution
- Branding and Corporate Identity Development
- Quality Focus & Attention to Detail

Technical Skills

AI-Powered Creative Tools:

ChatGPT, Gemini, Claude, Midjourney, Adobe Firefly, Runway, DALL·E 3, Sora...

Adobe Creative Suite:

Photoshop, Illustrator, InDesign, After Effects (Intermediate) and Premiere (Intermediate)

Microsoft Office:

PowerPoint
Word
Excel

Education

2000–2004

Lebanese American University

Beirut, Lebanon

Bachelor of Science in Graphic Design
+ Minor in Fine Arts

1998–1999

Carmel Saint Joseph

Beirut, Lebanon

French Baccalaureate, Philosophy

Languages

Arabic (Native)
English (Fluent)
French (Fluent)

Professional Summary

Multidisciplinary Creative and Account Leader with 20+ years of experience in advertising, design, brand communication, and client servicing across Saudi Arabia. Currently Group Account Director at Dotspace, leading key client relationships and overseeing integrated campaigns, social media, events, activations, and brand communications from brief and strategy through creative development and delivery. Previously Associate Creative Director at Havas Saudi, bringing extensive creative leadership experience across banking, FMCG, retail, consumer electronics, and healthcare.

Well-connected in the industry, with trusted relationships across suppliers, production houses, directors, VO studios, and freelancers.

Key Achievements

- Successfully expanded into account leadership, building a strong and trusted relationship with Aljazira Bank and managing relationships across a marketing team of 20+ stakeholders, while leading day-to-day account servicing across campaigns, social media, events, activations, and brand communications.
- Built strong relationships with Abu Kass and meem Bank, managing creative and client servicing to meet brand priorities.
- Led the creative development for meem Bank's digital campaigns and social media, directing a team of designers and art directors while serving as the agency's key reference for the brand.
- Led Abu Kass' flagship TVC 'Creativity Cooked in Your Kitchen', managing every stage from concept and storyboard to production in Hamburg, delivering 30+ cuts with high production value and securing strong client satisfaction.
- Developed the full corporate identity and brand guidelines for Amaar Real Estate, delivering a complex project under tight deadlines and ensuring brand consistency across all applications.
- Directed an extensive photoshoot for Almarai, one of the region's top FMCG companies, creating a complete visual library covering factories, production lines, employees, fleet, and product beauty shots.
- Led creative art direction for Entaj Foods' documentary, from storyboard through final edit, capturing the full journey from egg to shelf.

Professional Experience

December 2025 – Present
Group Account Director
DotSPACE, Riyadh, KSA

Key Clients: Aljazira Bank, Coca-Cola, NadeC

- Lead the Aljazira Bank account, serving as the key client contact and overseeing day-to-day account management and communication.
- Manage projects end-to-end, from client requirements and brief development through planning, creative development, production, and final delivery.
- Develop and structure client presentations, strategic approaches, communication plans, campaign proposals, and creative recommendations.
- Oversee a diverse portfolio of work across integrated campaigns, social media, digital content, events, activations, videos, and brand communications.
- Organize and prioritize multiple concurrent projects, coordinating creative, design, production, suppliers, and internal teams to ensure smooth delivery.
- Provide strategic and creative input across projects, leveraging extensive creative experience to guide concepts, messaging, content, and execution.

June 2014 – November 2025
Associate Creative Director
Havas Saudi (Vivendi Group), Riyadh, KSA

Key Clients: meem Bank, Gulf International Bank, Panda, Sirar by STC, Amaar Real Estate, maarif, Modon, LG, Ariston, Indesit, Midea, Al-Dawaa Pharmacies, Burger King, Abu Kass, Shaker Group, Aster Sanad Hospital, CBAHI, SPSC...

- Combined creative direction and client management across multiple accounts, including meem Bank and Abu Kass, to ensure alignment with business objectives.
- Managed direct client contact, strengthening relationships and ensuring smooth communication.
- Led concept development and creative direction for offline, digital, and social media campaigns.
- Directed brand development and visual identity projects.
- Oversaw TVCs and video content, from storyboarding to production supervision.
- Delivered activation campaigns (digital activations and in-store experiences).
- Guided creative teams and led client presentations, pitches, and strategic discussions.

June 2011 – May 2014
Senior Art Director
TBWA\RAAD (Omnicom Group), Riyadh, KSA

Key Clients: Almarai, Renault, ARASCO Foods, Entaj Chicken, Wooden Bakery, Herfy, Modon...

- Developed and executed creative concepts across print, TV, outdoor, and digital, including print ads, product packaging, POS materials, and booth displays.
- Collaborated with copywriters, designers, and account managers to deliver integrated campaigns.
- Art directed photoshoots, including product beauty shots, concept, and client library shoots.
- Presented creative ideas to clients and implemented feedback.

Dec 2006 – May 2011
Art Director
Intermarkets (WPP Group), Riyadh, KSA

Key Clients: Riyadh Bank, General Motors, Kingdom Center, Al-Othaim Mall, Obeikan, Saudi Electricity Company, Pizza Hut...

- Designed and produced marketing materials, layouts, and artwork for campaigns and promotional activities.
- Developed logos and visual identities for clients across multiple sectors.

Apr 2006 – Nov 2006
Senior Graphic Designer
Mainline Advertising, Riyadh, KSA

Key Clients: General Electric, Daewoo, Shawarmer, Novartis, Prince Mohammad University...

- Created a variety of print and communication materials, including layouts, artwork, and promotional assets.
- Designed logos and developed visual identities for clients in different industries.