



Sara Galal Eldean
Art Production Manager

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PERSONAL INFO.

Date of Birth: 20 Sep. 1984

Nationality: Egyptian

Driving License: Valid

PERSONAL SKILLS

- Energetic, positive and creative team player with 10+ years of experience & ability to successfully translate desired moods, messages, concepts, and underdeveloped ideas into creative ideas and great designs.
- Experienced in working very dynamically with multidisciplinary teams, contributing to a creative environment alongside designers, videos specialist, copywriters, content strategists, accusation team and Event organizers, include managing and coordinating marketing and creative staff, leading market research efforts to uncover the viability of current and existing products/services.
- Have a good ability in developing concepts and solutions based on creative briefs and business strategy, developing, implementing and executing strategic marketing plans for an entire organization (or lines of business and brands within an organization) in order to attract potential customers and retain existing ones.
- Worked in both agencies and in-house environments, sharp attention to details, handled many global projects and clients in Saudi Arabia, Dubai, Bahrain and Egypt.
- So far, I had a very enriching experience in advertising, as well in dealing with company's heads, marketing team-mates, and other key stakeholders on key projects. And I'm seeking more development with a wide learning in our fast-growing industry especially with the quick growth of digital communication.

AREA OF EXPERTISE

Branding / Rebranding

- Brand positioning and strategy.
- Create new visual identity (Corporate Art direction).
- Guideline creation.
- Branding/engagement videos & Motion graphics.

Full Art production implementation

- Full online/offline campaigns and Ads.
- Organize Events (Art production perspective)
- Video production.
- Social Media strategy.
- Printings (marketing materials, Packaging and giveaways).

Advertising

- On ground Advertising.
- Branding photosessions.
- product photoshoots.
- Unique and creative giveaways.
- Advertising live Videos.

EDUCATION

Bachelor in Graphic Design, packaging & Printing - Faculty of Applied Arts.

2006 - 2007

GRADE: Very Good

8 - Month Graphic Diploma - Central of Russian Culture

2011 - 2012

GRADE: Very Good

PROFESSIONAL EXPERIENCE

BASHARSOFT COMPANY

WUZZUF – FORASNA

2016 - PRESENT



Company overview

WUZZUF & FORASNA are currently the #1 online recruitment platform in Egypt serving 10,000+ employers and 800,000+ job seekers - approx. 100,000+ people were hired through these channels so far.

Their plan on bring this number up to 1 million people hired through Marketing channels by 2020 through WUZZUF and FORASNA.com.

Art Production Manager

- Collaborate dynamically with multidisciplinary teams (Accusation, Brand and Communication, Programs, Events and Offline Marketing)
- Create and improve the company's art team and its workflow to build a top-notch Operations.
- Manage the art production team (Designers, Photographers & Video Production Specialist).
- Coach & Develop the Art Team through 1:1 meetings, annual reviews and appraisal.
- Responsible to deliver solid training to new Marketing employees about the brand guidelines.
- Manage all online, offline and on ground marketing activities.
- Monitor new design trends to ensure having a leader position with generate, execute, and produce great and creative ideas.
- Research, review and analyze competitors' marketing activities.
- Develop design concepts and solutions based on creative briefs and business strategy.
- Execute and produce design communications for diverse media channels.
- Collaborate with company managers, marketing teammates, and other key stakeholders on key projects.
- Together with the brand marketing lead, work on creative direction on brand-level video, web, and graphic design projects.

ACHIEVEMENTS

Was part of the big revamp that happened to WUZZUF & FORASNA when it comes to all Art preparations.

Was Part of all Events organizing (Printing all designs, Presentations, Online designs, Media coverage, etc.).

BASHARSOFT COMPANY

WUZZUF – FORASNA

2014 - 2016



Art Team Lead

- Create and improve the company's art team and its workflow to build a top-notch Operations.
- Manage the art team (Juniors and Seniors designers).
- Responsible for the development, maintenance, and implementation of online, offline and on ground marketing activities.
- Collaborate with company managers, marketing teammates, and other key stakeholders on key projects.
- Develop graphics and visual images for product illustrations, logos, and social media channels.
- Assist in Developing different pages on WUZZUF & FORASNA websites designs.
- Working on internal company designs (Social Events Iftar/ Company annual meeting, Etc.).

EBS GATE
ADVERTISING AGENCY
2013 - 2014



Company overview

E-Business Solutions is a smart web solutions company, with extensive design and marketing experience.

Junior Art Director

- Working hand to hand with team consists of Graphic designer, web designer and social media designer to deliver high quality design across all marketing aspects.
 - Focuses on create new concepts, Art direction, layouts.
 - Meeting with clients to discuss requirements and/or project progress.
 - Interpreting the client's business needs and developing a concept to suit their purpose.
 - Be charge of the printing material choice and applications.
 - Add value to the brand through design quality.
 - Monitor new design trends to ensure having a leader position in creation.
 - Monitor and analyze competitors' designs.
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NEBULA Riyadh - Saudi Arabia
MARKETING & ADVERTISING AGENCY
2011 - 2013



Company overview

Nebula aim was to deliver proficiency and creativity designs to clients with low cost, creating campaigns that have an instant, positive impact on the consumer to promote the product or brand being advertised.

Studio Manager

- Creating different designs for multiple projects across the middle east.
 - Overseeing day-to-day operations, directing Junior and freelancer Designers to complete large projects.
 - Understands client's business needs and developing a concept to suit their purpose.
 - Participate in social media strategy to reach qualified visuals that reflect the brand.
 - Responsible for hiring qualified designers.
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Pizza Hut Jeddah - Saudi Arabia
2010 - 2012



Senior Graphic Designer (Project leader)

- I was working directly with Mr. Awni Shaker the owner of Pizza Hut Jeddah.
 - We were creating funny magazine, focuses on social activities happened in the country.
 - We were doing monthly funny articles and stories, include offers and advertising posters of different partners.
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Al-Ahram News Paper
ADVERTISING DEPARTMENT
2008- 2010



Graphic Designer

- Carrying out entire processes from concept to design to layout to the final artwork.
- Create Advertising designs, logos, correcting typefaces and doing color corrections.
- Brainstorming ideas and mocking up designs.

COURSES & TRAINING

CAIRO AD SCHOOL

Design & Communication course

How to build the best structure that best conveys your message.

2018

Art Direction course

stimulated to think visually and master the tools & how to come up with great ideas that use imagery to get your message across.

2018

MARKETING TRAINING

Strategic Thinking

how to conceive smart and strategic creative ideas and how to properly approach the creative research process.

2017

Social Media Marketing Strategy

Creating a social media marketing strategy is to establish objectives and goals.

2017

ARTISTIC SKILLS & TOOLS



- Adobe Photoshop ●●●●●●●●●●
- Adobe Illustrator ●●●●●●●●●●
- Adobe Indesign ●●●●●●●●●●
- Adobe Dreamweaver ●●●●●●●●●●
- Adobe Premiere Pro ●●●●●●●●●●
- Microsoft Office ●●●●●●●●●●
- Diff. Project Management Tools ●●●●●●●●●●
- Storyboards ●●●●●●●●●●
- Sketch Drawing ●●●●●●●●●●
- Script Writing ●●●●●●●●●●
- Live Videos ●●●●●●●●●●
- web design ●●●●●●●●●●

TRAVELED TO



ATTENDEE OR PARTICIPANT IN

- Alexa 2015, 2016, 2017
- RiseUp 2016, 2017, 2018
- Quora Event
- Geek Meetups
- Android Fair (MAL)
- Code Battle Events
- WUZZUF Meetups
- Engineer Your Future Event (Cairo University)
- Internships Program
- Talent Program
- WUZZUF Career Coaching
- WUZZUF Unlock'18 Event

- Workshop equipment in space accompanied by Salon Shabab 17 Th 2005 in Cairo – Opera sponsored by ministry of culture – sector of fine arts.
- Groups Exhibition in Hanager centre Cairo - Opera (2006 - 2007).
- Small Exhibition in Cairo - Opera fifth & sixth. (2006)
- Exhibition El-hanen Lelwady, Egyptian fine artist - sector of fine art, centre administration for museums & exhibitions.(2008)
- Conference in Bibliotheca Alexandrina about the Romanian children artists' village school, Albesti de Arges Romania to build friendship among children from different background and develop cultural sensitivity. (2009)
- Exhibition in Bibliotheca Alexandrina by artist Samir Rafi (arts centre).(2010)
- Music an exhibition by: (Nawar – Selim – Elrazaz) in the central administration for fine arts centers – centre of art. Sponsored by ministry of culture - sector of arts.
- Link and relationship exhibition by: (Mohamed Ardash) in Gezira art centre June (2011).