

ABDELAZIZ KHALED

Associate Creative Director

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SUMMARY

Imaginative and strategic Associate Creative Director with a strong foundation in copywriting and storytelling. Passionate about transforming brand narratives into meaningful audience experiences, I bring a poetic yet purposeful voice to every campaign. Whether leading creative direction or writing powerful copy, I deliver ideas that resonate emotionally and perform commercially. Experienced in developing cross-platform content strategies, managing creative teams, and producing culturally attuned work that connects deeply with diverse audiences.

WORK EXPERIENCE

Associate Creative Director

Jan 2024 – Present

The Influencers Advertising Services – Cairo, Egypt

- Led major campaigns for some of Egypt's top brands—from concept development and TV commercials to full social media rollouts.
- Oversaw end-to-end creative execution, ensuring alignment with marketing goals and audience insights.
- Managed and mentored junior creatives across multiple concurrent projects.
- Led multiple pitch presentations for large-scale projects.

Senior Creative Copywriter

Qsolutions Business Growth Co. – Cairo, Egypt

Mar 2023 – Dec 2023

- Crafted high-impact messaging for integrated marketing campaigns.
- Worked on campaigns for some of Saudi Arabia's biggest brands, creating targeted content and strategic copywriting for the Saudi market.
- Collaborated with strategy and design teams to deliver compelling content that balanced creativity and performance.

Creative Copywriter

Yalla Viral Media – Cairo, Egypt

Feb 2022 – Feb 2023

- Developed culturally relevant, engaging copy for viral content and social media activations.
- Wrote scripts and taglines for short-form video campaigns and digital ads.
- Collaborated with production teams to align messaging with visual tone and storytelling direction.

Content Creator

Vision 22 Advertising Agency – Cairo, Egypt

Apr 2020 – Dec 2021

- Produced creative content for brands across various digital platforms.
 - Contributed to concept development, writing, and short-format script ideation.
 - Participated in brainstorming sessions and fast-paced campaign turnarounds.
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EDUCATION

Bachelor's Degree in Business Administration

Ain Shams University – Class of 2021