



ABDELKADER IDRIS

CREATIVE & MARKETING DIRECTOR

MBA in Marketing, and Arts

California State University Long Beach, USA

Paris College of Art, France

I am a visionary **Creative & Marketing Director** with over 20 years of experience across the UAE and international markets, shaping brand identities and delivering award winning campaigns for leading real estate, government, and global brands.

I am known for merging strategy with creativity, blending art, digital innovation, and AI to craft impactful stories across platforms.

With a strong record of driving engagement, boosting sales, and building communities across social media, I combine deep market insight with a passion for cultural and creative storytelling.

As a proven leader, I inspire teams, drive measurable growth, and transform ideas into experiences that leave a lasting impact.

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Mobile: +971 58 511 8288

www.abdelkaderidriss.com





Name: Abdelkader Idriss

Birth: 23/05/1982

Nationality: French, Algerian

BIO

With nearly **20 years**, I've learned the true value of versatility, I'm highly conceptual yet detail driven, leading teams with vision while staying hands on when needed.

My expertise covers Creative & Design Direction, Marketing & Digital Marketing, Motion Graphics, UX/UI Design, and AI in creative applications. I also bring a strong passion for Arabic lettering and calligraphy, blending tradition with modern expression.

I've delivered campaigns across digital, print, B2B, B2C, experiential, and social platforms, from global launches to targeted initiatives.

With over **15M views** on TikTok, YouTube, and Instagram, I began in sports content (2016) and expanded in 2025 into cultural and scientific storytelling, building a community around knowledge, wellness, and healthy living.

**- Yes, in short; I know what I'm doing,
I know how to do it, and I'm pretty good at it.**

Expertise

- Creative & Design Direction (Branding, Strategy, Art Direction)
- Marketing & Digital Marketing
- Motion Graphics & Video Editing
- UX/UI & Digital Design
- AI Expert in Creative Applications
- Arabic Lettering & Calligraphy
- Photography
- Content Creation

Overview

- Over 20 years of experience in the UAE with multiple international awards.
- Expert in Creative & Design Direction, Marketing & Digital Marketing, Content Creation, and Social Media Strategy.
- Lead brand campaigns and develop creative content across digital and print platforms.
- Skilled in supervising visual assets graphics, videos, motion graphics, and animations while managing and inspiring teams of designers and copywriters.
- Collaborate with marketing, product, and sales teams to ensure cohesive brand communication.
- Strong in campaign performance analysis, team mentoring, and integrating AI driven creativity.
- Arabic Lettering & Calligraph

Key Metrics & Highlights

Experience & Impact

- 20+ years of expertise in creativity, marketing, branding, and digital media.
- 20+ international awards from major institutions (DMA, Ads of the World, Sky Sports, WD Awards).
- Worked with **50+** global and regional brands including Nike, Adidas, Emirates, McDonald's, RTA, and Emaar.

Campaign Results

- Increased engagement by **73%** across multiple digital campaigns (Instagram, TikTok, YouTube).
- Achieved **148M** views across social media platforms for creative and video content.
- Boosted sales by **69%** within **3** months for a campaign in different sectors.
- Generated **2800** qualified leads / registrations through targeted digital marketing campaigns.

Leadership & Management

- Managed and inspired creative teams of **3 – 10** members across design, marketing, and production.
- Supervised and delivered **200+** projects annually on time and within budget.

Innovation

- Pioneered AI driven creativity in advertising projects across the GCC market.
- Integrated Arabic Calligraphy & Digital Design into modern campaigns recognized internationally.

EDUCATION**Master in Science of Marketing (MBA) - 2005**

California State University Long Beach, USA

Master of Arts (MA) - Arts history, graphic and web design technology - 2007

Paris College of Art, France

Bachelor Degree in Commerce & Economics - 2008

Damascus University, Syria

Certifications & Professional Training:

Adobe Master Certification (2007) – Adobe Systems

Certified & Experienced in:

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Flash

LANGUAGES

Arabic: Mother Tongue.

English: Good reading, writing, speaking, and typing.

French: Good reading, writing, speaking, and typing.

WORK FOR***His Highness Sheikh:***

Mohammed Bin Rashid Al Maktoum

(Jawaher Book Cover)

Dnata

Adidas

Nike

Kit Kat

Dubai Government

McDonalds UAE

Lipton

Daman UAE

RTA UAE

Sparkys Summer Festival

PAUL Restaurant

BinSina Pharmacy Dubai

Fly Emirates

Fitness First

Odyssey

Abu Dhabi TV

Liwa Date Festival

Air Algeria

Air France

Atlantis The Palm

Her Highness Sheikha Hind

Bint Faisal Al Qasimi

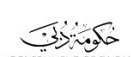
Emaar Properties

Algerian Embassy in UAE

American Garden

Muscat Bank

ADIB UAE



EXPERIENCE

Creative & Digital Marketing Director <https://effective.ae>

Effective Branding & Digital Agency – Sharjah, UAE

May 2025 – Present

Leading creative and digital strategy for regional and global clients, integrating AI, branding, and digital innovation.

Driving measurable growth through social media, paid campaigns, and brand storytelling.

Creative & Marketing Director <https://majordevelopments.ae>

Major Developers – Dubai, UAE

Jan 2025 – May 2025

Oversaw creative direction and marketing strategy for real estate projects.

Enhanced brand visibility through integrated campaigns and content driven storytelling.

Creative & Marketing Director <https://www.lootah.com>

Saeed Ahmed Lootah Charity Foundation (Semi-Government) – Dubai, UAE

Jul 2023 – 2025

Directed communication strategies for charitable and semi-government initiatives.

Built campaigns that elevated the Foundation's impact and community engagement.

Design Manager – Chairman's Office <https://www.added.gov.ae/en>

Abu Dhabi Department of Economic Development (DED) – Abu Dhabi Government

2019 – 2023

Directed design and creative communication for high-level government initiatives.

Developed branding systems that enhanced the department's identity and public outreach.

Creative & Marketing Director <https://amazonfoods.ae>

Amazon Foods – Dubai, UAE

2018 – 2019

Built and executed creative marketing campaigns for FMCG brands.

Strengthened digital presence through innovative packaging and brand storytelling.

Creative Director

Imagin8 Creative Agency – Dubai Media City, UAE

2015 – 2018

Led agency creative team on branding, advertising, and campaign development.

Delivered award-winning campaigns for regional clients.

EXPERIENCE

Senior Art Director

Impact BBDO – Dubai, UAE

2011 – 2015

Created integrated campaigns for multinational brands.

Collaborated with cross-regional teams on high-profile accounts.

Senior Graphic Designer

Leo Burnett - Dubai, UAE.

2005 to 2009

Earlier Career Highlights

Founder & Creative Partner – Click Group, Damascus, Syria (2009 – 2011)

Founder & Creative Partner – Pixel Creative Studio, Syria & Algeria (1999 – 2005)

Core Competencies

Creative & Digital Strategy

Brand Identity Development

Campaign Management (360°)

Team Leadership & Mentorship

Government & Corporate Communication

Digital Transformation & AI Marketing

Performance Marketing & Growth

AWARDS

2025 — WD Awards Favorite:

<https://wdawards.com/web/creative-deer-dubai>

2024 — Ads of the world:

<https://www.adsoftheworld.com/campaigns?search=Abdelkader+dris&button=>

2015 — Sky Sports 2015/16 Premier League launch by Marketing Magazine.

2013 — Silver DMA Award For Jeep campaign .

2011 — Silver DMA Award For Fly Emirates campaign .

2010 — SITE OF THE DAY (E-CREATIVE.NET).

2010 — MY DESIGN AWARD.

2010 — CREATICA.COM.

2010 — WEB DESIGN FILE.

2010 — SUPER DESIGN BLOG.

2010 — MOST INSPIRED.

2010 — Precision Marketing Award for Tesco Organic campaign.

2010 — Silver DMA Award for the Air France campaign.

2010 — Awarded by LOGOLOUR BOOK.

2010 — Bronze DMA Award for the Volkswagen campaign.

2010 — NEW WEB PICK e-magazine interview and award.

2010 — One of only a few people nominated globally for the prestigious Sapient
Founder's Award.

**Awarded by more than 20 international websites who gives awards for the best
websites around the world.**

LE BOOK JURY MEMBER

OPEN THE JURY PAGE 

In 2023 and 2024, I had the honor of serving as a jury member at LE BOOK, responsible for selecting some of the best creative works in the world, recognizing excellence across branding, design, motion, and digital innovation.

LE BOOK began as a highly collectible and highly designed reference book in Paris. Invented by Veronique Kolasa in 1982 as a private resource for her closest creative friends, it quickly became “The Bible of the Image Industries.” Over the past four decades, it has grown into an international reference, with a network of over 50,000 creatives at brands and advertising agencies involved in marketing, image-making, and media buying. The New York edition launched in 1995, followed by London in 1999, Berlin in 2009, and the West Coast in 2010, each providing comprehensive listings for photography, film, video production, and event-related services.



Ilyas Dkhissi
Director Of Photography / Marketing Manager
PSI



Hani Douaji
Director Of Creative And Design
MAJID AL FUTTAIM RETAIL (CARREFOUR)



Jules Doyle
Global Head Of Creative
THE BODY SHOP



Abdelkader Dris
Creative Director
CREATIVE DEER DUBAI



Dei El Ayoubi
Head Of Production
CHICKPEA FILMS



Nancy El Khatib
Content & Engagement Manager
COLGATE PALMOLIVE



Farah El Masri
Regional Marketing Manager
RIMOWA



Tareq Elsarw
Senior Manager - Electric Mobility
(Polestar/Byd)
ALFUTTAIM AUTOMOTIVE



Mariam Elsayed
Digital Media Campaigns Lead
BURJEEL HOLDINGS



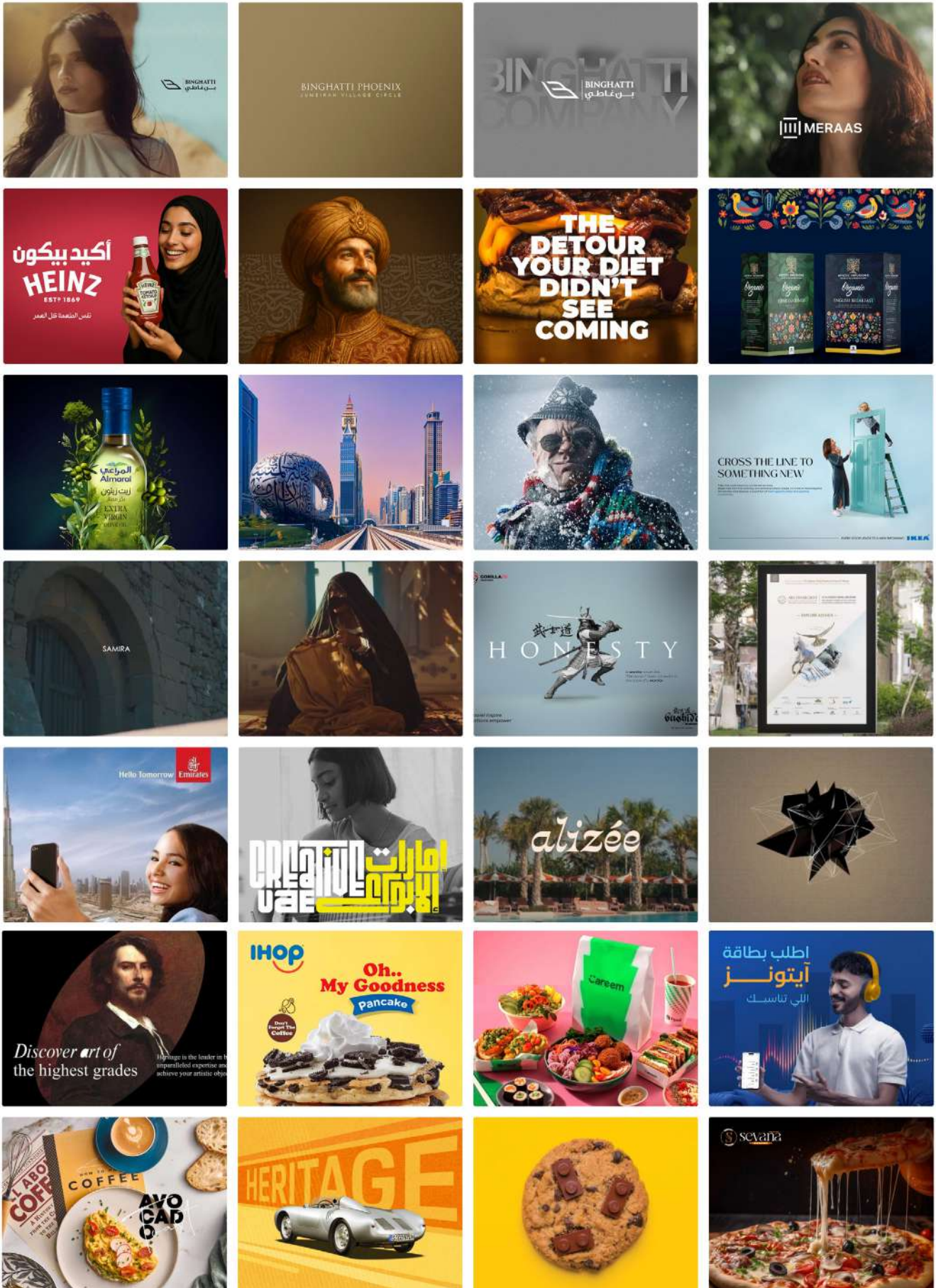
Federico Fanti
Chief Creative Officer
MCCANN

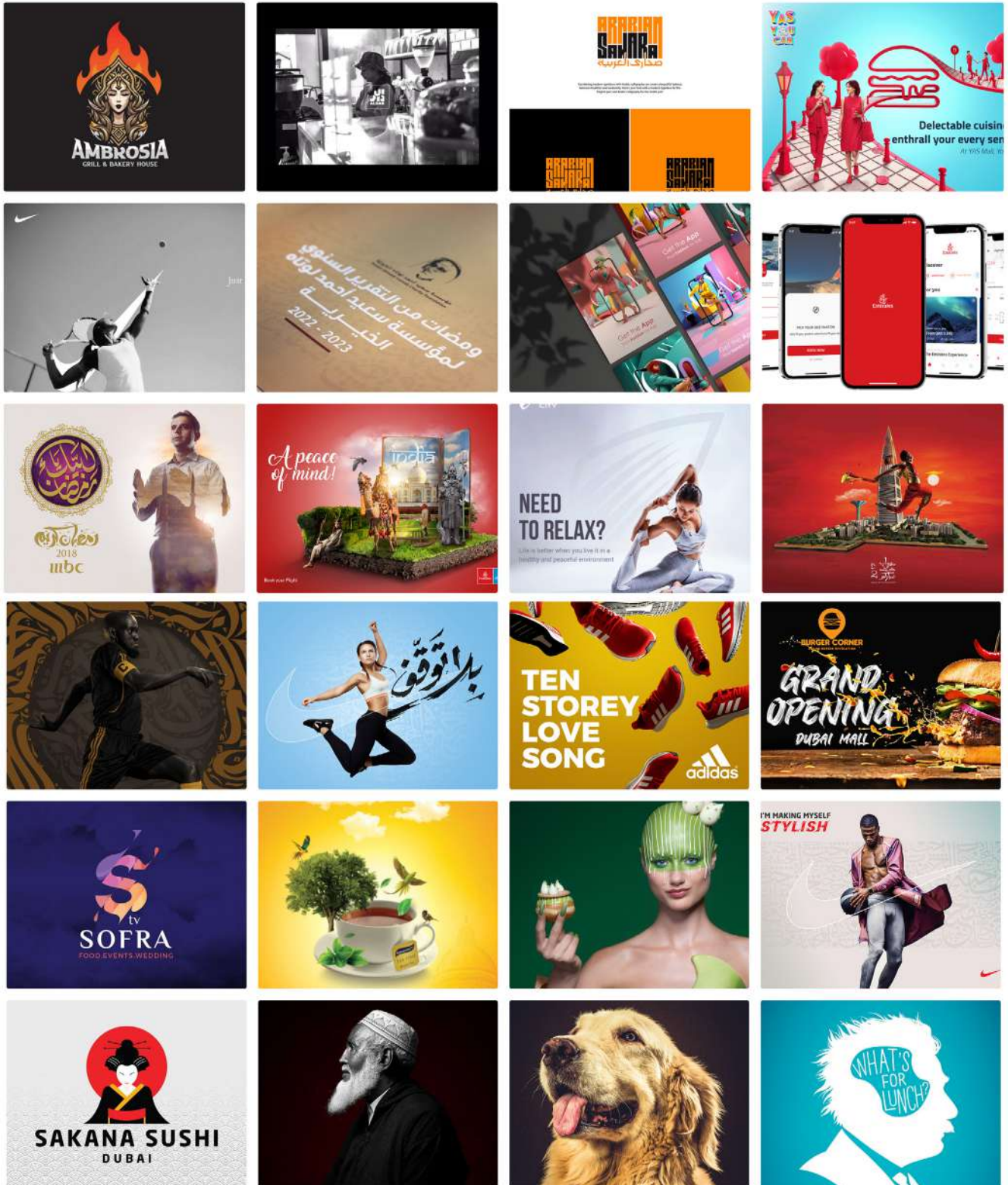


Lisa Farfour
Senior Marketing Manager
PVH



Naomi Galli-Merle
General Manager Middle East, Indian Ocean,
South East Asia
VALMONT GROUP





ABDELKADER IDRIS

CREATIVE & MARKETING DIRECTOR

MY PHILOSOPHY IS SIMPLE YET UNCOMPROMISING:

i believe in the power of ideas that spark change, inspire action, and solve problems with clarity. guided by a sharp sense of color and typography, i merge intuition with research to push creative boundaries crafting strategies in design, marketing, and digital that truly matter.

for me, design is not decoration, it's strategy and impact. and when combined with purposeful content and data driven marketing, it becomes a catalyst for growth and transformation.

www.abdelkaderidriss.com



Awards: www.adsoftheworld.com/campaigns?search=Abdelkader+dris&button=

Behance: www.behance.net/creativedeer

LinkedIn: www.linkedin.com/in/abdelkaderidriss

Instagram: www.instagram.com/creative.deer

TikTok: www.tiktok.com/@abdelkaderidrissofficial

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