

Hani Soliman

CHIEF CREATIVE OFFICER

An entrepreneurial creative executive with 35 years' experience of conceiving innovative visual strategies and developing brands both agency and client-side. Capable of working across a wide variety of media and disciplines: from online advertising campaigns and websites to brand guidelines, logo conceptualization and print work. A strong balance of creative and management skills, with a proven track record of producing quality, user-centric and imaginative design solutions to all major business functions.

PROFESSIONAL STRENGTHS

- 01} Creative strategy, brand positioning and concept visualization
- 02} Integrated brand advertising and marketing
- 03} Design workshops, art direction and facilitation
- 04} Pitches and presentations
- 05} Managing, mentoring and motivating creative personnel
- 06} Client and stakeholder management
- 07} Project management
- 08} Contract and price negotiation skills

CAREER TRACK

2016 – 2018 **Synergy** | CHIEF CREATIVE OFFICER

Working on marketing strategies to build new brands' identities while maintaining old brands' positions. Leading the whole creative and art department teams in developing and executing attractive concepts for each client.

- Worked closely with the Client service team, TVC Producers, Creative manager and senior management, ensuring brand consistency and integrity while successfully leading marketing campaigns across multiple platforms.
- Focus on creative ideas that are effective and distinctive
- Create ideas big enough to work across all channels of communication
- Know the client's business intimately
- Evaluate creative work, and articulate that viewpoint effectively
- Deliver work on strategy
- Make substantive contributions at the strategic level
- Demonstrate advanced technical competence in all stages and areas of production, across all media
- Be realistic by selling work
- Liaise with the Account Management
- Establish credibility and maintain good relationships with clients
- Uphold the Agency values through fair treatment of suppliers and outsiders
- Manage the Creative team effort and work
- Line managed a small design team, overseeing outsourced work and managing external suppliers.
- Created and produced commercial advertising campaigns.
- Develop the visual appearance of a campaign
- Brain storm with the Account Management and Creative team to develop the concept
- Conduct basic research

- Interact with production to ensure concepts can be produced
- Create layout that are creative, fresh, innovative and involve a good use of media
- Provide creative ideas that fit clients' needs
- Have an intimate knowledge of clients' businesses
- Understand and thoroughly know brands and consumers
- Attend client presentations and sell concepts, defend work and accept comments
- Attend photo shoots, recordings etc, ensure they follow creative requirements
- Ensure good relations are kept with colleagues in the Creative and Account Management departments.
- Supervise junior members of the Creative team and train and nurture them
- Keep up-to-date with trends in design, filming and photography techniques
- producing sketches or 'storyboards' (television) or 'roughs' or 'scamps' (print) to communicate ideas to the client;
- briefing other members of the creative team;
- commissioning photographers, artists or film-makers to work on projects;
- visiting and assessing locations for potential shoots;
- working on location;
- attending meetings at production houses and with other directors;
- working in editing suites to oversee the finished product;
- Advising new creatives, reviewing their 'books' and managing new teams on placement with the agency.

CORE ACHIEVEMENTS

Created TVCs, Radio concepts, cover design, artwork and press advertising

Clients included: VAT, Supermarket Ramadan, Furnex, Ministry of Electricity & Energy,

2001 – 2012 Synergy | EXECUTIVE CREATIVE DIRECTOR

Responsible for visual concepts on all large-scale projects and the quality control of brand and digital campaign work from the design and development team, working on 'above-the-line' (ATL) dealing with television (directing- editing... etc), radio, posters and the press & 'below-the-line' (BTL) focusing on direct mail, point of purchase, leaflets... etc

CORE ACHIEVEMENTS

Clients included: Egyptian Gulf Bank, Fiat Auto, Alfa Romeo, LinkdotNet, Banque Misr, Unicef, Human Right, Domty, Interagro – Beyti, Yoplait, Toshiba el Araby, MCV, Samsung, Hyatt Hotel, CompuMe, Genco Group (House Gas, City Gas), Egyptian Cement Company (Lafarge), Orascom Construction & Industries, Mobinil, Teama Milk, Orascom Housing, Communities, Ideal Zanussi, Olympic Electric, City Bank, F.E.B, Calyon Bank, El Mokhtabar Lab., Egypt Post, G.M.C, American Express, Misr Cosmetics, Kapci coatings, Athear trading, EgyNet, Egypt Air, Nile Valley Gas Company, Madinat Nasr Housing Developments

1999 – 2001 DMB&B, D'Arcy | CREATIVE DIRECTOR

Responsible for visual concepts on all large-scale projects and the quality control of brand and digital campaign work from the design and development team. Assist in monitoring the creative department in the Agency and help the creative team to raise the potential of their ideas.

CORE ACHIEVEMENTS

Clients included: Procter & Gamble, Allianz, Egyptian Gulf Bank, Fiat, Alfa Romeo, Le Meridian, Mars (Galaxy), Shell, Philips

1998 - 1999 Horizon F.C.B | CREATIVE DIRECTOR

Contracted as Art Director and Senior Designer in fast-paced, high-performing, creative environments. Gain new business

Clients included: Jonson Wax (Raid – Glade), Mercedes (C class – A class)

1997 – 1998 Strategie, IMPACT/BBDO | CREATIVE DIRECTOR

Clients included: Ceramics El Malika, G.B. Auto, Super market event, Energizer

1992 – 1997 Saatchi & Saatchi | Senior Art Director

Responsible for establishing the art production pipeline and art specifications documentation ("Art Bible"). As well as creating and maintaining the long-term vision for both the staff and the product.

Worked to Beirut office.

- Collaborating with Producer and Project Director to assemble a quality art team
- Leading and motivating the art team to realize overall goals and deliver a successful project on time
- Assisting the Producer in the creation and overall management of the art schedule and resource plans

- Tracking and approving completed art assets
- Collaborating with Lead Programmer to brainstorm technical ideas and solutions
- Creating and updating the Art Bible, ensuring that the art team's style remains consistent.
- Responsible for establishing the art production pipeline and enforcing the process throughout the project cycle
- Working with Producer to adjust project goals and design revisions on the fly as necessary to adapt to changing situations to meet established schedules
- Identifying potential problems in the art pipeline and working with the Producer(s) to prevent them
- In partnership with Producer, help settle project-related conflicts and disputes, and counsel marginal performers, according to HR policies
- Assisting with staff plans, staff assessments and performance appraisals.
- Supporting the Producer to keep studio executive staff, the publisher and/or marketing staff up to speed on product status and vision through the preparation and presentation of appropriate project materials (e.g., milestone updates, demos, etc)
- Mentoring and serving as a technical and creative resource for the team, assisting in the resolution of complex problems, and helping them grow in their roles

Clients included: P&G (Ariel h.s & l.s – Pampers – Oil of Ulay), Anchor chees, Fern ghee, Toyota, Tetra pack
Mantrac (Cat – Michelin, Tetra-pack, Movenpick Resorts, Movenpick Ice-Cream, Valisere & Kiki, Mobil Oil, Chloride, Heinz

1992 – 1989 Intermarkets | Art Director

Creating ideas that work across all the required communication channels, Reports to the Associate Creative Director

- Develop the visual appearance of a campaign
- Brain storm with the Account Management and Creative team to develop the concept
- Conduct basic research
- Interact with production to ensure concepts can be produced
- Create layout that are creative, fresh, innovative and involve a good use of media
- Provide creative ideas that fit clients' needs
- Have an intimate knowledge of clients' businesses
- Understand and thoroughly know brands and consumers
- Attend client presentations and sell concepts, defend work and accept comments
- Attend photo shoots, recordings etc, ensure they follow creative requirements
- Ensure good relations are kept with colleagues in the Creative and Account Management departments.
- Supervise junior members of the Creative team and train and nurture them
- Keep up-to-date with trends in design, filming and photography techniques

Clients included: P&G (Ariel h.s & l.s), Mantrac (Cat – Michelin), Singapore Air line, Silla sunflower oil, AUC, Bristol-Myers Squibb

1989 – 1984 Impact/BBDO | Art Director

Clients included: Baraka water, Gillette, Izallo, Mc-cormic
Worked & training to El Kuwait office

Awards

- Middle East International Advertising Award – Mobinil (Silver) Press ad
- Fiat (Gold) Press ad
- Egyptian Cement Company (Gold) TV
- Alfa Romeo (Silver)
- LinkDotNet (Silver) TV
- Mobinil (Silver) Press ad
- Egyptian Gulf Bank (Bronze)

EDUCATION

1979 – 1984 (June 1984)

B. Sc. of Applied Arts (Advertising) Helwan University

SKILLS

- Creative integrity and exposure to local and global markets
- Initiative, versatility, reliability and flexibility

- Time management, presentation and selling skills
- Communication and organizational skills
- Creative integrity and exposure to local and global markets
- Time management skills
- Presentation and selling skills
- Reliability
- Organizational skills
- Photographic skills
- Communication and people skills

Computer skills

Adobe Photoshop, Illustrator, Freehand and Word, Flash animation and Director are pluses.

Languages

Excellent command of written and spoken English with spoken Arabic.

PERSONAL DATA

Date of Birth: 10/11/1961

Nationality: Egyptian

Gender: Man

Marital Status: Married