

KARIM KAZAN

Executive Creative Director

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KEY SKILLS

Creative Ideation for Integrated Campaigns

Presentation Skills

Brand Strategy & Positioning

Cross-cultural Team Leadership

Pitching for New Business

AWARDS

Winner of multiple international and regional awards including Cannes Lions, D&AD, One Show, New York Advertising Festival, Epica, Effie Awards, Midas Awards, Dubai Lynx, Mena Cristal and more.

Ranked among Top 200 Most Awarded Executive Creative Directors in The Drum World Creative Rankings.



Multi award winning creative leader with over 25 years of experience helping multinational organizations with great brand building. Known for translating complex strategies into stories that move people, whether the audience is the consumer or the boardroom. Experienced in leading and collaborating with diverse teams across cultures and markets, delivering communication that connects business growth with entertainment and human values.

EXPERIENCE

EXECUTIVE CREATIVE DIRECTOR

FP7 McCann – Doha

Part of the global McCann Worldgroup Network
2021 – Present

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- Leading the Doha Creative Department on both creative and strategic development for major national, regional and international clients across telecom, banking, energy, education, and more.
- Collaborating closely with the Regional Head Office and Global Headquarters on local, regional and international new business as well as 7 offices around the Middle East and Turkey.
- Helping the agency grow from 4 to 90+ employees in under 4 years through major new business wins such as Riyadh Air, Ooredoo, Qatar Foundation, Beln Sports, Al Jazeera and more.
- Helping the agency win the prestigious Campaign Magazine Agency of the year in Doha in 2025.
- Managing creative processes with a collaborative approach, involving team members across disciplines in strategic decisions from brief to final delivery.
- Winning numerous regional and international awards.
- At the same time being an active English Copywriter on major campaigns and new business pitches.
- Helping the department adapt to the fast-growing and ever-changing use of AI technology by organizing continuous workshops for my team members.
- Overseeing production and execution on all campaigns across digital and integrated platforms, from TV commercials to Tik Tok reels.
- Organizing workshops for team members and clients alike, including presentation skills, copywriting craft, and more.

EXECUTIVE CREATIVE DIRECTOR

FP7 McCann – Beirut, Lebanon

Part of the global McCann Worldgroup Network
2017 – 2021

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- Leading the Beirut Creative Department on both creative and strategic development for major national and regional clients such as McDonald's, Ikea, L'Oréal Paris, Henkel, Byblos Bank and more.

EDUCATION

Ecole Supérieure de Publicité

Paris, France
1996

Slade School of Fine Art

London, UK
1994 - 1996

Chelsea School of Art & Design

London, UK
1993

Dubai College

Dubai, UAE

Lycée Charles De Gaulle

London, UK

École Active Bilingue

Paris, France

LANGUAGES

English

Fluent, written and spoken

French

Fluent, written and spoken

Arabic

Fluent, spoken

Norwegian

Beginner

- Collaborating closely with the Regional Head Office and Global Headquarters on local, regional and international new business as well as 7 offices around the Middle East and Turkey.
- Working closely on countless new business and award initiatives with Tahaab Rais, twice-voted world's n.1 Strategic director in the world.
- Helping the agency grow from 8 to 25+ employees in under 4 years through major new business wins such as Ikea, Axe Deodorants, Qatar Islamic Bank, and more.
- Managing creative processes with a collaborative approach, involving team members across disciplines in strategic decisions from brief to final delivery.
- Winning numerous regional and international awards.
- Still being an active English Copywriter on major campaigns and new business pitches.
- Overseeing production and execution on all campaigns across digital and integrated platforms, from TV commercials to Tik Tok reels.
- Helping the agency become the most awarded agency in Lebanon for the first time ever.

REGIONAL CREATIVE LEAD

Drive Dentsu – Beirut, Lebanon

Part of the Dentsu Network
2014 – 2016

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- Assisting the Beirut Executive Creative Director for major national and regional clients such as Toyota, Tinol Paints, Master Chips and more.
- Helping open an office in Tanzania, winning the business on Diageo (Johnny Walker, Absolut, etc.) as well as Tanzania Breweries Limited for a combined retainer fee of USD 1.5 Million.
- Managing creative processes with a collaborative approach, involving team members across disciplines in strategic decisions from brief to final delivery.
- Winning both a regional and international award.
- Still being an active English Copywriter on major campaigns and new business pitches.
- Overseeing production and execution on all campaigns across integrated platforms.

CREATIVE DIRECTOR

Interesting Times – Beirut, Lebanon

Independent Boutique digital creative shop
2012 – 2013

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- Assisting the Creative Partners for major national and regional clients such as Red Bull, Absolut Vodka, and STC.
- Managing creative processes with a collaborative approach, involving team members across disciplines in strategic decisions from brief to final delivery.
- Still being an active English Copywriter on major campaigns and new business pitches.
- Overseeing production and execution on all campaigns across digital and integrated platforms.

CREATIVE DIRECTOR

Y&R – Beirut, Lebanon

2010 – 2012

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- Leading the Creative Department on both creative and strategic development for major national clients such as Alfa telecom, Solidere Real Estate Development, Spinneys Supermarket and more.
- Managing creative processes with a collaborative approach, involving team members across disciplines in strategic decisions from brief to final delivery.
- Still being an active English Copywriter on major campaigns and new business pitches.
- Overseeing production and execution on all campaigns across integrated platforms.

CREATIVE DIRECTOR

FP7 McCann – Dubai, UAE & Beirut, Lebanon

2008 – 2010

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- Creative Director for the Dubai Creative Department for major national and regional clients Coca-Cola and ART TV Network.
- Creative Director for the Beirut Creative Department for major national clients such as McDonald's, L'Oréal Paris, Lebanese Ministry of Interior and more.
- Managing creative processes with a collaborative approach, involving team members across disciplines in strategic decisions from brief to final delivery.
- Still being an active English Copywriter on major campaigns and new business pitches.
- Overseeing production and execution on all campaigns across integrated mediums.

CREATIVE DIRECTOR / GROUP HEAD

Impact BBDO – Dubai, UAE

2005 – 2008

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- Creative Director/Group Head for the Dubai Creative Department for major national and regional clients Pepsico, Mars and Emirates.
- Managing creative processes with a collaborative approach, involving team members across disciplines in strategic decisions from brief to final delivery.
- Still being an active English Copywriter on major campaigns and new business pitches.
- Overseeing production and execution on all campaigns across integrated mediums.

COPYWRITER → CREATIVE DIRECTOR

Grey – Beirut, Lebanon

1999 – 2005

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- Started out as Junior English copywriter and made it to Creative Director on P&G in only 4 years.
- Overseeing production and execution on all campaigns across integrated mediums.