

JOSEPH BAYEH

ASSOCIATE CREATIVE DIRECTOR / CREATIVE CONCEPT LEAD

Dubai, UAE | +971 58 549 7112 | josephbayeh@gmail.com

Portfolio: www.josephbayeh.com | **LinkedIn:** www.linkedin.com/in/joseph-bayeh-79647b7a

PROFILE

Award-winning creative leader with 15+ years of experience shaping concept-driven campaigns, brand narratives, and integrated creative platforms across the GCC. Experienced in translating strategic insights into culturally relevant ideas across digital, social, experiential, and integrated channels. Proven track record of creative leadership, guiding multidisciplinary teams and delivering impactful work for global and regional brands through strong conceptual thinking, clear visual direction, and persuasive storytelling.

CORE SKILLS

Creative Direction | Creative Strategy | Concept Development | Campaign Ideation | Visual Storytelling | Creative Campaign Development | Creative Proposals & Pitch Decks | Moodboards & Visual Direction | Brand Storytelling | Influencer Marketing | Social Media Campaigns | Integrated Marketing Campaigns | Experiential Marketing | Brand Experience | Event Creative Direction | Visual & Art Direction | Client Presentations | Cross-functional Collaboration | Content Strategy | Hands-on Craft.

PROFESSIONAL EXPERIENCE

Associate Creative Director – Creative & Concept

SOCIALEYEZ | DUBAI / KSA

Apr 2025 – Present

- Led & actively developed campaign concepts, art direction, and visual storytelling across social, digital, & experiential platforms.
- Created campaign concepts, moodboards, and art direction while guiding design execution for brand activations and pitches.
- Developed influencer-led storytelling concepts for regional brands.
- Collaborated with strategy, content, and production teams to translate briefs into culturally relevant creative work.
- Presented campaign concepts and creative platforms to clients and senior stakeholders.

Associate Creative Director – Creative & Concept

C2 Communication | DUBAI / KSA

Dec 2021 – Apr 2025

- Led concept development and visual direction for multi-channel campaigns across digital, social, and experiential platforms.
- Developed visual directions, creative proposals and campaign ideas for new business pitches.
- Collaborated with cross-functional teams to deliver integrated campaigns.
- Presented campaign concepts and creative platforms to clients and senior stakeholders.

Associate Creative Director

BRAINSPACE | KSA / LEBANON

Feb 2021 – Dec 2021

- Led visual direction and design across digital, print, and social campaigns.
- Translated creative briefs into compelling visual concepts and storytelling.
- Played a key role in pitch development and new business opportunities.
- Delivered impactful presentations that clearly communicated creative vision and value.

Senior Art Director

GREY GROUP | RIYADH | KSA

Aug 2017 – Feb 2021

- Developed campaign concepts and visual storytelling for regional brands.
- Translated creative briefs into compelling visual concepts and storytelling.

Art Director

GREY GROUP | RIYADH | KSA

Mar 2014 – Aug 2017

Junior Art Director

TBWA | KSA

May 2012 – Mar 2014

Senior Graphic Designer

TBWA | Lebanon

Mar 2010 – May 2012

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Keynote | PowerPoint | ChatGPT | Midjourney | Adobe Firefly

EDUCATION

Bachelor of Fine Arts

ALBA – University of Balamand

AWARDS

EFFIE - Bronze



WARC - Silver

