

JOSEPH BAYEH

CREATIVE DIRECTOR | ART DIRECTION | INTEGRATED CAMPAIGNS | EXPERIENCES

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PROFILE

Award-winning Creative with 15+ years of experience across the GCC, leading creative teams and developing integrated campaigns, visual identities, brand experiences and social-first creative. Strong background in art direction, concept development and visual storytelling across digital, social, film, print and experiential channels. Experienced in leading multidisciplinary teams and delivering high-impact creative for regional and global brands, government entities, major events and large-scale activations.

RELEVANT CAPABILITIES

Creative Direction & Visual Storytelling	Social-First & Digital Creative Content & Storytelling	Creative Strategy & Concept Development	Government & B2G Creative
Generative AI Creative Tools	Events & Experiential Creative	Cross-Functional Team Leadership	Performance & Campaign Analysis & AB testing
Client & Senior Stakeholder Leadership	Senior Stakeholder & Client Presentation	Commercial & Account Growth	Integrated Campaigns & Brand Experiences

PROFESSIONAL EXPERIENCE

Apr 2025 – Aug 2026: Associate Creative Director – Strategy, Creative & Concept
SOCIALEYEZ, Dubai, UAE | Riyadh, KSA

- Lead strategic and creative direction across social-first and integrated campaigns for government and commercial clients.
- Translate business objectives into digital, social and creative strategies across customer-facing experiences and content.
- Lead and oversee a cross-functional team of 50+ across design, content, animation, video, strategy and copywriting, ensuring quality and operational efficiency.
- Drive campaign performance delivering 36M+ impressions, 23M+ reach and 80% engagement growth.
- Own key accounts, identifying organic growth opportunities, expanding scope and increasing client investment.
- Partner with strategy, media and production teams to deliver integrated work across channels.
- Contribute to new-business pitches, securing 4 major account wins.
- Key accounts: MOHAP, RTA, UAE Media Council, Digital Dubai Authority, Dubai Culture, MOHRE, Cyber Security Council, Ministry of Industry and Advanced Technology.
- Lead creative direction for major government conferences, exhibitions and large-scale events including GITEX, WETEX, ADIPEC, Dubai Design Week and GISEC, developing creative concepts, visual identities, content and event experiences.

Aug 2026 – Sep 2026: Freelance Creative Director – GISEC
Cyber Security Council / UAE Cybersecurity Sector | Dubai, UAE

- Led creative development for GISEC, working independently on a major government-led cybersecurity event.
- Developed creative concepts, visual direction and event communications across the event experience.
- Collaborated with stakeholders and production partners to translate strategic objectives into compelling creative and experiential outputs.

Dec 2021 – Apr 2025: Associate Creative Director – Creative & Concept
C2 Communication, Dubai, UAE | Riyadh, KSA

- Led integrated social and digital campaigns across Automotive, government and major retail accounts.
- Partnered with clients to develop strategies aligned with brand and business objectives.
- Managed campaign budgets up to AED 2M for an automotive brand and supported account growth and profitability across an annual portfolio revenue of approximately AED 8M.
- Delivered 35M+ impressions, 25M+ reach and 400K+ clicks across campaigns.
- Led client presentations, stakeholder alignment and campaign approvals.
- Contributed to 7 new-business wins through pitch strategy and concept development.

- Automotive portfolio: MG Motors, Maserati, Volkswagen and Skoda, Xpeng, Seres, Citroen, Geely and many more automotive brands; additional accounts included Dubai Culture, ENOC, AUTOPRO, ZOOM, Lamb Weston, Americana and California Garden.

Feb 2021 – Dec 2021: Associate Creative Director

BRAINSPACE, Riyadh, KSA | Beirut, Lebanon

- Led content and social campaign development across digital and integrated platforms.
- Translated business objectives into creative and social strategies.
- Supported client growth through pitch contributions and campaign performance.

Aug 2017 – Feb 2021: Senior Art Director

GREY GROUP, Riyadh, KSA

- Developed integrated campaigns for regional and global brands.
- Contributed to business growth through high-impact creative and pitch participation.
- Mentored teams and improved creative output and efficiency.
- Key accounts: Saudi Ministry of Sports, Saudi General Entertainment Authority, Subway, Riyadh Bank and NADEC.

Mar 2014 – Aug 2017: Art Director

GREY GROUP, Riyadh, KSA

- Delivered integrated campaigns improving brand visibility and engagement.
- Streamlined creative processes, reducing turnaround time by 30%.
- Managed multiple projects while maintaining quality and brand standards.

May 2012 – Mar 2014: Junior Art Director

TBWA, Riyadh, KSA | Beirut, Lebanon

- Collaborated with cross-functional teams to deliver integrated campaigns on time and within scope.
- Designed visual assets across digital and print channels, maintaining consistency across brand assets.
- Produced layouts and graphics using Adobe Creative Suite.

Mar 2010 – May 2012: Senior Graphic Designer

TBWA, Beirut, Lebanon

- Designed visual assets that increased client engagement by 25% across integrated campaigns.
- Managed multiple projects under tight deadlines while maintaining consistent quality.
- Collaborated with cross-functional teams to improve workflow efficiency and streamline design execution.

EDUCATION

Bachelor of Fine Arts, ALBA, University of Balamand, Lebanon | 2005–2009 | Graduated with Honors

TOOLS

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

AWARDS

EFFIE Bronze, 2024 (MG MOTORS) | WARC Silver, 2024 (MG MOTORS)