

Saturday 26th October 2024



Club Founder  
**Dr. Mahmoud Bahgat**



Co-Founder & Host:  
**Dr. Saber Helal**



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**Digital Club**

**International Digital Club**

**Design Creative Team**

**Online zoom**  
**7 pm KSA Egy - 8 pm UAE**



**MR. HAMDY HASSAN**  
Creative Director

# Career and experience



**MR.HAMDY HASSAN**

Creative Director

2010-2011: fine artist at Masr Gallery.

2011-2012: Storyboard artist at 3Di

2013: Short film director- “Incubus”.

2014: Award winning Screenwriter for animated short film “Tarot”.

-screen writer and storyboard artist of the short film “The unknown sweet potato seller”.

2015: -Copywriter at CAT advertising agency.

-Bab Alhyah song by Hawas band “Directing and Editing”

-Relvar GSK short movie “Air-Force” screenwriting and directing.

-Lenovo S90 radio ad “The great Selfie”- Content and voice over.

# Career and experience



**MR.HAMDY HASSAN**

Creative Director

2016: Actor and content writing at TV show “El-plateau” Starring: Ahmed Amin.

2017: Visual Concept for 3 mega campaigns as an outsource:

- Souq.com ramadan directed by Karim Shaaban.

- “Enta Akwa” Campaign directed by Mohammed Baraka.

2019: -Content Supervisor at VictoryLink

- Jackamen radio ad “Content and narrator”

- Egypt air African national cup commercial ad “Storyboard”

- Creative activation campaigns for mobinil: “Tahhdy el talab-Captain Hazem Emam”, “Hekayet Hamaki”.

- iRead interview for “The Blue Elephant part 2” guesting the mega star: Karim Abdel Aziz.

# Career and experience



**MR.HAMDY HASSAN**

Creative Director

- 2020: -Creative Team Leader at BrandMark  
-Novartis Cardiology Event. Creative concept.  
-"Halawa Squeeze-Video social media campaign" Storyboard.  
-"Huawei 20 years anniversary Egypt" content creation, visual concept and voice over.  
-"KN company profile" visual concept.  
-Visual Concept for 3 mega campaigns as an outsource:  
-"Hohos extreme" directed by Maged Nassar.  
-"Harvest is the second better beans" directed by Amr Hadad  
-Unionaire 25 years directed by "Mohamed El- Zayat"  
-"Magdy Ya'aqoub heart foundation ramadan song" directed by Marawan Hamed.  
-Bank Saib Sponsoring Al- Ahly Sport Club directed by: Hassan Aboul Roos.  
2021: -Shooting Board of feature film "Godran" Directed by Mohammed Baraka.  
-Creative Director at Andalusia Ladies wellness and Kids wellness  
2022: Community Building Manager at DotCare.



# Design Creative Team

Understanding the work nature





# Contents

Here's what you'll find in this **presentation**:

- **Importance of a Creative Team**
- **Criteria for Hiring**
- **Mission of Each Job Title**
- **Interviewing creative team**
- **Branding Vs Campaigning**
- **Creative Strategist Vs Creative Director**

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# Importance of a creative team

# Fostering Innovation:

## Idea Generation:

- Creative teams are skilled at brainstorming and generating fresh ideas. They bring diverse perspectives and experiences, which can lead to innovative solutions and unique concepts.

# Fostering Innovation:

## Experimentation:

- A creative team encourages experimentation and risk-taking. This willingness to try new things can result in breakthrough products, services, or marketing strategies.

# Fostering Innovation:

## Problem-Solving:

- Creative professionals excel at thinking outside the box and finding creative solutions to complex problems. This ability is crucial for overcoming challenges and seizing new opportunities.

# Enhancing Brand Identity:

## Consistent Messaging:

- A creative team ensures that all marketing materials and communications are consistent with the brand's identity. This consistency helps build a strong, recognizable brand that stands out in the market.

# Enhancing Brand Identity:

## Emotional Connection:

- Creative teams craft compelling stories and visuals that resonate with the target audience. This emotional connection can foster brand loyalty and differentiate the company from competitors.

# Adapting to Market Changes:

## Trend Awareness:

- Creative teams stay updated with the latest trends and consumer preferences. This awareness allows them to quickly adapt marketing strategies and stay relevant in a rapidly changing market.

# Adapting to Market Changes:

## Agility:

- A creative team can swiftly pivot and adjust campaigns in response to market shifts or emerging opportunities. This agility is crucial for maintaining a competitive edge.

# Driving Customer Engagement:

## Engaging Content:

- Creative teams produce engaging and high-quality content that captures the audience's attention. This content can drive higher engagement rates and foster a deeper connection with the brand.

# Driving Customer Engagement:

## Interactive Experiences:

- By leveraging new technologies and platforms, creative teams can create interactive and immersive experiences that enhance customer engagement and satisfaction.

# Supporting Product Development:

## User-Centered Design:

- Creative teams contribute to product development by focusing on user-centered design. Their insights into user behavior and preferences can lead to more intuitive and appealing products.

# Supporting Product Development:

## Prototyping and Testing:

- Creative professionals are skilled at prototyping and testing new ideas. This iterative process helps refine products and services before they reach the market, ensuring higher quality and better user experiences.

# Boosting Marketing Effectiveness:

## Targeted Campaigns:

- Creative teams develop targeted marketing campaigns that speak directly to the needs and desires of the target audience. This precision can lead to higher conversion rates and better ROI.

# Boosting Marketing Effectiveness:

## Innovative Advertising:

- By leveraging innovative advertising techniques and platforms, creative teams can reach new audiences and create memorable brand experiences.

A **strong** creative team is a **vital asset** for any company looking to **innovate** and stay **competitive**. Their ability to **generate fresh ideas**, **adapt** to market changes, and **create** engaging content can drive **significant** business **growth** and **success**. Investing in a **talented** and **diverse** creative team is not just beneficial but essential in today's dynamic market landscape.

**Let's dive more deep**



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# Criteria for Hiring



# Identifying Key Skills and Traits

01

## Creativity

Essential for generating innovative ideas and solutions

02

## Collaboration

Ability to work well with others, as advertising is a team effort.

03

## Adaptability

Flexibility to adapt to new trends and technologies.

04

## Diverse Skill Sets

Look for candidates with skills in graphic design, copywriting, web design, and more.



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## Cultural Fit and Team Dynamics

- **Cultural fit** is **crucial** for **maintaining** a cohesive team environment. Assess candidates' **values** and work styles to ensure they **align** with the company's **culture**.
- **Evaluate** team dynamics during the hiring process to ensure new hires will **integrate** smoothly.



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# Mission of Each Job Title

# Basic Creative Team for Advertising and marketing Agency

## Creative Director

Leads the creative team, sets the vision, and ensures alignment with the brand strategy.

## Graphic Designer

Creates visual content that aligns with the brand's message

## Copywriter

Writes compelling and persuasive content for various media.



# Advanced Creative Team for Advertising and marketing Agency

## Creative Director

Leads the creative team, sets the vision, and ensures alignment with the brand strategy.

## Art-Director

Oversees the visual aspects of projects, ensuring cohesive design and messaging.

## Content Director

Manages the content strategy and ensures all written materials align with the brand's voice and objectives.

## Associate Creative Director

Supports the Creative Director in managing the creative team and projects.

## Associate Art Director

Supports the Art Director in managing visual projects.

## Content Manager

Manages the content creation process and ensures alignment with the content strategy.



# Advanced Creative Team for Advertising and marketing Agency

## Senior Graphic Designer

Leads the design team and ensures high-quality visual output.

## Senior Copywriter

Leads the copywriting team and develops compelling content.

## Junior Graphic Designer

Supports the design team with various tasks.

## Junior Copywriter:

Supports the copywriting team with content creation.

## Junior Content Writer

Supports the content writing team with various tasks.

## SEO Specialist

Focuses on optimizing content for search engines.



# Advanced Creative Team for Advertising and marketing Agency

## Reels Creator

- Specializes in creating engaging short-form video content for platforms like Instagram Reels and TikTok.

## (VR) Content Creator

Develops immersive VR experiences for marketing and advertising purposes.

## Data-Driven Creative Specialist

Uses data analytics to inform and optimize creative decisions..



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This expanded structure **ensures** that all aspects of marketing, from **digital** to **offline**, are **covered** by specialized professionals at **various levels of seniority**. This allows for a cohesive and comprehensive approach to marketing across different channels and industries.

**Let's get into hiring process**



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# 4 Interviewing creative team

Knowing the responsibilities,  
Asking the right questions.



# Creative Director

Overseeing all creative projects, providing guidance and feedback, liaising with senior management, and ensuring consistency across all marketing channels.



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# ART Director

Leading the design team, setting the visual style, collaborating with other departments, and ensuring all visual elements align with the brand identity.



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# Content Director

Overseeing content creation, managing the content team, developing content strategies, and ensuring consistency across all platforms.



## Associate Creative Director

Assisting in project planning, providing creative input, mentoring junior team members, and ensuring project deadlines are met.

## Associate Art Director

Assisting with design projects, providing creative input, and ensuring visual consistency.


## Content Manager

Overseeing content production, managing writers, and ensuring content quality and consistency.



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## Senior Graphic Designer

Creating and overseeing design projects, mentoring junior designers, and ensuring brand consistency.


## Senior Copywriter

Writing and editing copy for various channels, developing brand voice, and ensuring messaging aligns with marketing goals.




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## Junior Graphic Designer



Creating visual content, assisting with design projects, and ensuring adherence to brand guidelines.

## Junior Copywriter

Writing copy for social media, blogs, and marketing materials, and assisting with editing tasks.

## Junior Content Writer

Writing content for blogs, articles, social media, and marketing materials, and assisting with research.



## SEO Specialist

Conducting keyword research, optimizing website content, and monitoring SEO performance.

## Reels Creator

Developing creative concepts, shooting and editing videos, staying updated with trends, and optimizing content for maximum engagement.

## (VR) Content Creator

Creating VR content, collaborating with developers, and ensuring the experiences are engaging and aligned with marketing objectives.



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# Data-Driven Creative Specialist

Analyzing consumer data, testing creative concepts, and refining content based on performance metrics.

# General Questionnaires

Can you describe a project you worked on that you are particularly proud of? What was your role, and what made it successful?

helps understand the candidate's past experiences and their contributions to successful projects.

How do you approach a new project or brief? Can you walk me through your process from start to finish?

reveals their workflow, organizational skills, and how they tackle new challenges.

Describe a time when you faced a significant challenge on a project. How did you overcome it?

This question assesses problem-solving skills and resilience.

# General Questionnaires

How do you stay inspired and keep your creative ideas fresh?

helps gauge their sources of inspiration and how they maintain creativity.

Can you give an example of a time when you had to collaborate with others on a project? How did you ensure effective communication and teamwork?

evaluates their collaboration and communication skills.

# Directing level Questionnaires

How do you develop and communicate a creative vision to your team?

This assesses leadership and communication skills.

Can you describe a time when you had to balance creative ideas with business objectives? How did you handle it?

reveals their ability to align creativity with business goals.

What strategies do you use to foster creativity and innovation within your team?

helps understand their approach to team management and innovation.

**Branding** and **Campaigning** are both crucial aspects of **marketing**, but they serve **different purposes**.

Here's a detailed comparison:



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Branding

Vs

Campaigning

Detailed Comparison



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	Definition	Purpose	Components
<b>Branding</b>	Branding is the process of creating a unique identity for a company, product, or service. It involves establishing a consistent image, voice, and message that resonates with the target audience.	The primary goal of branding is to build long-term relationships and trust with consumers. It focuses on creating an emotional connection and a strong, recognizable identity	<ul style="list-style-type: none"> <li>- <b>Visual Identity:</b> Logos, color schemes, typography, and other design elements.</li> <li>- <b>Brand Voice:</b> The tone and style of communication used across all platforms.</li> <li>- <b>Brand Values:</b> The principles and beliefs that the brand stands for.</li> <li>- <b>Brand Personality:</b> The human characteristics attributed to the brand.</li> </ul>
<b>CAMPAIGNING</b>	A campaign is a specific marketing initiative designed to promote a product, service, or message over a defined period. Campaigns are often short-term and focused on achieving immediate goals	The primary goal of a campaign is to drive specific actions, such as increasing sales, generating leads, or raising awareness about a particular issue or product <sup>3</sup> .	<ul style="list-style-type: none"> <li>- <b>Targeted Messaging:</b> Tailored messages aimed at a specific audience.</li> <li>- <b>*Media Channels:*</b> Various platforms used to disseminate the campaign, such as social media, TV, print, and online ads.</li> <li>- <b>*Call to Action (CTA):*</b> Clear instructions encouraging the audience to take a specific action.</li> </ul>

	Longevity
<b>Branding</b>	Branding is a long-term strategy. It takes years to build a strong brand identity that consumers recognize and trust.
<b>CAMPAIGNING</b>	Campaigns are typically short-term and run for a few weeks to a few months. They are designed to achieve quick results and can be adjusted or replaced as needed.



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# Creative Strategist Vs Creative Director

Detailed Comparison

Both **Creative Directors** and **Creative Strategists** play crucial roles in the creative process, but their responsibilities, skill sets, and focus areas **differ significantly**.


Here's a detailed comparison:



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	Focus	Responsibilities	Skills
<b>CREATIVE DIRECTOR</b>	Focuses on the execution and quality of creative work, ensuring it aligns with the brand's vision and standards.	Manages the creative team, oversees the creative process, and ensures the final output meets the brand's objectives.	Requires strong leadership, artistic vision, and project management skills.
<b>CREATIVE STRATEGIST</b>	Focuses on developing and implementing creative strategies based on market research and data.	Conducts research, develops creative briefs, and collaborates with the creative team to ensure strategic alignment.	Requires strong analytical, strategic planning, and market knowledge skills.



	Impact
<b>CREATIVE DIRECTOR</b>	Ensures brand consistency and drives innovation within the creative team.
<b>CREATIVE STRATEGIST</b>	Ensures campaigns are strategically targeted and data-driven.

While their roles are **distinct**, Creative Directors and Creative Strategists often work **closely together**. The Creative Strategist provides the **strategic foundation** and **insights**, while the Creative Director brings **the vision to life through execution**.

This collaboration ensures that creative campaigns are both **innovative** and **strategically** aligned with **business goals**.



By understanding these differences,  
organizations can better **leverage** the  
**unique strengths** of each role to create  
**effective** and **impactful** marketing  
campaigns.





Thank you!

Does anyone have  
any questions?

[HamdyHassan036@gmail.com](mailto:HamdyHassan036@gmail.com)

0122 51 68 955