FARID MATTA

EXECUTIVE CREATIVE DIRECTOR

CONTACT

Dubai, United Arab Emirates
+971 50 840 4341
mattfarid@gmail.com

EDUCATION

BA in Marketing & Advertising
Notre Dame University, Lebanon
2004

CORE EXPERTISE

Creative Direction
Brand Strategy
Integrated Campaigns
Art Direction
Concept Development
Copywriting
Digital & Social
Film & Content
Pitches & Presentations
Team Leadership

CAREER FOCUS

Brand building, integrated campaigns, real estate marketing, digital and social content, film, launch communications, team development and creative leadership across regional markets.

PROFILE

Executive Creative Director with more than 20 years of experience building brands, campaigns and creative teams across the GCC and wider MENA region. My career began in design and progressed through art direction, creative direction and executive leadership, giving me hands-on understanding of the craft as well as the strategic perspective to lead complex, integrated work. I work across brand identity, film, digital, social, ATL, BTL and launch communications, with a strong focus on ideas that are clear, relevant and built to perform. I believe the best creative cultures are collaborative: great ideas can come from anyone, and strong leadership creates the clarity, trust and standards that help those ideas become exceptional work.

EXPERIENCE

Executive Creative Director
OCTA Properties / House of OCTA
August 2023 – Present
Dubai, United Arab Emirates

Lead creative direction across brand, project and corporate communications for OCTA Properties and House of OCTA.

Guide integrated work from positioning, naming and identity through launch campaigns, digital, social, film, content and sales communication.

Lead and mentor multidisciplinary creative teams across design, copy, video, photography and digital content, while maintaining a high standard of craft and consistency.

Partner with senior leadership, marketing, development and commercial teams to translate business objectives into distinctive creative platforms and market-facing ideas.

Executive Creative Director
AroundtheClock Communications
August 2021 – August 2023
Dubai, United Arab Emirates

Led creative thinking and output across integrated client work, combining brand, advertising, digital, social and content disciplines.

Directed creative teams, mentored talent and helped shape ideas from brief and pitch through execution and delivery.

Creative Director
Webedia Arabia
March 2020 – June 2021
Dubai, United Arab Emirates

Managed creative output across Dubai, KSA and Lebanon, with a strong focus on digital campaigns and social media.

Oversaw content and campaign work across Facebook, Instagram, TikTok, Snapchat and web platforms.

FARID MATTA

EXECUTIVE CREATIVE DIRECTOR

LANGUAGES

English
Full professional proficiency
Arabic
Native / bilingual proficiency

TOOLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
iMovie
Presentation tools
Claude
Chat GPT
AI Image & Video Generation

CREATIVE STRENGTHS

Strategy
Ideation
Integration
Copywriting
Storyboarding
Art Direction
Content Direction
Recruitment & Mentoring

APPROACH

Ideas first. Craft matters.
Collaboration is a creative advantage, not a process requirement.

Creative Director
theAdkitchen
March 2015 – March 2020
Dubai, United Arab Emirates

Held responsibility for the agency's creative and strategic output and management of the full creative team.

Associate Creative Director
theAdkitchen
January 2014 – February 2015
Dubai, United Arab Emirates

Led the creative studio alongside the Creative Director, from planning and concept development through execution and team management.

Senior Art Director
theAdkitchen
January 2013 – December 2014
Dubai, United Arab Emirates

Led a larger creative team, contributed to management and recruitment decisions, and directed fashion and academic photoshoots.

Art Director
theAdkitchen
November 2009 – December 2012
Dubai, United Arab Emirates

Conceptualized, pitched and delivered integrated campaigns as a part of the agency's creative leadership team.

Junior Art Director
Focus Advertising
November 2007 – October 2009
Jeddah, Saudi Arabia

Developed concepts and presentations, strengthened copywriting skills and supported designers while managing assigned client work.

Graphic Designer
Euro RSCG
May 2005 – October 2007
Jeddah, Saudi Arabia

Supported art directors on campaigns across a wide range of clients and developed concepts that progressed into live market work.

SELECTED PARTNERSHIPS