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DIRECTOR
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ABOUT



Hi, I'm Kaz.

I love creating ideas that are useful, entertaining and that solve problems.

I build teams and cultures of people who do the same.

My work has been recognized by my toddler who cries when she sees ads.

زى مايقولك كده



SUMMARY

// Creative director and digital pioneer in the MENA with 16 years experience.

// Bilingual and hands-on creative with a copy & design background.

// CD roles at AKQA, Leo Burnett, Isobar & Hill+Knowlton.

// Hiring & helping develop creative, social & studio teams.

// Portfolio of award-winning and effective integrated work across the region including UAE, KSA and EGYPT.

// Previous clients include Axe, Toyota, BMW, Amazon, Emaar, Hardee's, Du Telecom, Riyadh Art & Formula 1.



I have a particular interest in entertainment & giving brands an authentic and meaningful role in culture.

See my work at kazbasha.com

AWARDS

- CANNES LIONS - BRANDED CONTENT NATIONAL DIPLOMA**
- DUBAI LYNX - BEST USE OF SOCIAL MEDIA**
- DUBAI LYNX - VIRAL MARKETING**
- MENA EFFIES - ELECTRONICS / COMPUTERS**
- MENA EFFIES - BEST USE OF SOCIAL MEDIA**
- MENA CRISTAL - BEST SERIES / WEBISODES**
- MENA CRISTAL - BEST USE OF INFLUENCERS**
- MENA CRISTAL - BEST USE OF SOCIAL MEDIA**
- MENA CRISTAL - DIGITAL & MOBILE**
- MENA CRISTAL - ONLINE VIDEO**
- MENA CRISTAL - DIGITAL & MOBILE**
- AFRICAN CRISTAL - SPHINX GRAND PRIX**
- AFRICAN CRISTAL - VIRAL FILM**
- FESTIVAL OF MEDIA - BEST USE OF CONTENT**

- CONCEPT CREATION**
- PROBLEM SOLVING**
- ART DIRECTION**
- COPYWRITING**
- BRANDING**
- STRATEGY**
- PITCHES**
- TEAM BUILDING**
- ENGLISH & ARABIC**
- FRONT-END CODING**

WORK

SKILLS



EXPERIENCES



JUL 2021 - PRESENT, DUBAI
FREELANCE CREATIVE DIRECTOR, VICE ARABIA
// Working on Durex & Jailbird



OCT 2020 - JUN 2021, DUBAI
CREATIVE DIRECTOR, HILL+KNOWLTON METIA
// Specialising in Sports, Entertainment & Culture
// Part of the team that launched Formula 1 in Jeddah
// Kicked off one of the largest public art programs in the world with the festival of light & art in Riyadh



MAY 2017 - MAY 2020, DUBAI
CREATIVE DIRECTOR, HUG / AKQA
// Clients included Hardee's, Toyota & Amazon
// Recruited & lead creative, social & studio teams
// Launched the region's biggest expo for online content creators
// Hardee's El Large campaign voted the most creative and most effective campaign by Hardee's in the MENA in 2018
// Integral in the acquisition of Hug Digital by AKQA



DEC 2014 - MAY 2017, DUBAI
DIGITAL CREATIVE DIRECTOR, LEO BURNETT
// Clients included Du, Samsung & Emirates
// Convinced a telco to encourage people to NOT use their phones
// Samsung & Du work won at Effies, Crystals & Festival of Media
// During my tenure Leo won Agency and Network of the Year



DEC 2009 - DEC 2014, CAIRO
CREATIVE DIRECTOR, DIGITAL REPUBLIC / ISOBAR
// Clients included Unilever, Nestle & Coca Cola
// Helped team grow to 80 people in 3 years
// Pioneered social & digital creativity in the MENA
// Achieved the highest market share for Axe in Egypt
// Success lead to an Isobar acquisition



DEC 2007 - DEC 2009, CAIRO
CREATIVE LEAD, MARCOM INTERACTIVE
// Clients included BMW, Sprite & Qatar Telecom
// Started a digital agency within the agency
// Recruited & lead a team of content creators & developers
// Success lead to the formation of Digital Republic

OCT 2005 - DEC 2007, CAIRO
COPYWRITER & DESIGNER, MARCOM
// Clients included Mercedes Benz & SODIC
// Crashed a Mercedes in my first week



JUN 2004 - AUG 2004, CAIRO
INTERN, DDB
// Introduction to advertising at Tarek Nour DDB



JAN 2003 - JUL 2005, NOTTINGHAM
STUDENT, UNIVERSITY OF NOTTINGHAM
// Graduated with a BEng in Electronic & Computer Engineering



BELIEFS

YES THIS STILL MATTERS

CRAFT
CRAFT

AUGMENTED REALITY IS NOT AN IDEA

IDEAS

DATA
DATA

IS AN INVISIBLE ENABLER

RESUME OF KARIM YUSUF



WHAT THEY SAY



SARAH WALI
CATEGORY MANAGER, UNILEVER MASHREQ

"Not only is Kaz innovative and always coming up with fresh ideas, but he's also an exceptional marketer who understands his brands and consumers perfectly. His attention to detail is unmatched, and his knowledge about all the latest digital strategies, channels and technologies is a huge edge. His work on Axe has been recognized and rolled out globally by Senior Unilever Executives and has won at multiple prestigious award ceremonies around the world. This culminated in Axe Egypt joining the global Elite Club; a proud honor given to a Unilever brand that reaches the highest market share in that country proving that Kaz's work is not only creative but also very effective"



SAAD YUSUF
DIRECTOR OF MARKETING
& EVENTS, TECOM GROUP

"Kaz is a creative department on his own as he art directs, writes, edits, produces, etc. He belongs to the rare creative breed who start and stop with strategic objectives and believes in delivering as per them. He has a good pulse on what is trending in the digital world and likes to inject that in his work"



RAMI BORAIE
APP STORE GAMES LEAD FOR META, APPLE

"No one has taught me as much about being creative as Kaz. He constantly challenges you to think bigger. Working with Kaz requires you to not only think outside the box but to live and dream outside it, all the time. He's an absolute pleasure to work with and his passion fuels those around him"



LAYAL HASSI
MEDIA DIRECTOR, UM

"Karim is one of the most creative people I have ever worked with. Nothing is impossible for him and he continuously builds on ideas to perfect them. Karim finds numerous ways to connect his creative thought to actually building experiences for customers. It's been a real pleasure working with him"



GERARD FADEL
REGIONAL ACCOUNT MANAGER, LEO BURNETT

"It was a pleasure working with Karim on the biggest projects of the year for Emirates, on which he delivered high-quality work and impressed everybody. Karim has strong attention to details and is very dedicated. He also knows the market insights and thinks beyond execution. Working with him is always very smooth and ends up with great results"



BAKINAM SHERIF
SOCIAL DIRECTOR, AKQA

"He is creative, visionary and a great team player. He is always thinking and pushing everyone around him to think differently and never settling with the first idea. I personally have enjoyed working with him, as his personality is as good as his craft"



TAMIM HAKIM
HEAD OF ARABIC, AKQA

"Kaz always manages to push my ideas to routes I didn't know existed. His understanding of copywriting and language is really impressive and humbling. One of the funniest and smartest Directors I have ever worked with"

RESUME OF KARIM YUSUF

RECOMMENDATIONS

CONNECT
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CONNECT
CONNECT



USUALLY IN DUBAI

ALWAYS ONLINE

CALL _____ **+971 55 688 4305**

EMAIL _____ **KARIMYUSUF@GMAIL.COM**

SOCIAL _____ **@KAZBASHA**