



Ruba, Arabian Ranches 3, Dubai, United Arab Emirates
+971556884305 · karimyusuf@gmail.com

Karim Yusuf, Executive Creative Director

Call me Kaz. I don't do business as usual.

I lead creativity that grows people, transforms brands, moves culture, and drives business impact.

From Cairo to Dubai to Riyadh, every team I've joined has scaled — and that growth led to acquisitions.

Today, I head creative at Shahid MBC, the #1 streaming platform in the Arab world.

For me, creativity isn't a department — it's a growth engine. Work only matters if it shifts culture, grows markets, and gives brands an edge competitors can't copy.

Details

Nationality United Kingdom

Skills

- Creative Strategy & Brand Positioning
- Leadership & Team Building
- Integrated Campaign Development
- Cultural Storytelling & Market Growth
- Business & Commercial Impact through Creativity

Employment History

Head of Creative at Shahid, Dubai

March 2022 — Present

- Built Shahid's in-house creative team, eliminating reliance on external creative agencies
- Created "Stories Never End", the line that became Shahid's enduring brand tagline
- Led breakthrough campaigns that elevated Shahid into the #1 streaming platform in the Arab world — now publicly listed, culturally ahead, and outpacing Netflix in the region

Creative Director (Freelance) at VICE Arabia, Dubai

October 2021 — February 2022

- Launched the music platform Tasjeelat Durex aka Durex Records giving a platform for homegrown music artists across the MENA

- Pulled Durex into culture in a way it had never done before

Creative Director - Sports, Entertainment & Culture at Hill+Knowlton, Dubai

October 2020 — June 2021

- Launched the festival of light Nour Riyadh as part of Riyadh Art across the Kingdom
- Launched F1 in Jeddah

Creative Director at AKQA (formerly Hug), Dubai

June 2017 — May 2020

- Clients included Toyota, Hardee's & Homecentre
- Drove bold creative for Hug, consistently raising the bar for regional work
- Delivered a Hardee's campaign recognized globally by the brand as best-in-class
- Work attracted attention from AKQA, leading to acquisition. I was one of 5 people invited to go to London to finalize the deal

Digital Creative Director at Leo Burnett MEA (Middle East & Africa), Dubai

December 2014 — May 2017

- Clients included Samsung, Emirates and Du - one of the biggest telcos in the region
- Championed bold ideas including "Digital Fasting", a campaign for a telco urging their customers to reduce screen time
- Positioned Du uniquely in the market by driving credibility, cultural conversation, and differentiation competitors couldn't match

Creative Director at Digital Republic, Cairo

January 2010 — December 2014

- Clients included Unilever, Nestle & Coca Cola
- Drove award-winning campaigns for Axe, elevating the brand into the top three deodorant category
- Led many firsts and pushed creative boundaries, leading to Digital Republic's acquisition by Isobar

Associate Creative Director / Interactive Lead at Marcom, Cairo

January 2008 — January 2010

- Helped launch Marcom's interactive division in Cairo, which grew into Digital Republic
- Clients included Sprite, BMW, Qatar Telecom & Nile FM

- Built a small team of digital innovators creating websites, platforms and apps for our clients

Copywriter/Graphic Designer at Marcom Cairo, Cairo

October 2005 — January 2008

- Clients included Mercedes-Benz, SODIC & Qatar Telecom
- Worked with and learnt from an incredible team responsible for branding Egypt's top real estate projects

Intern at DDB Cairo, Cairo

June 2004 — August 2004

* Summer internship at DDB - Tarek Nour

Education

BEng in Electronic & Computer Engineering, University of Nottingham

January 2003 — January 2005

Links

[Personal Website](#)

[Blog](#)

[LinkedIn](#)

Languages

Arabic

English

Hobbies

Music, ukulele, singing, writing, walking, exploring, trying new things, watches, football, F1