

Mohsin Rawal

Creative Director

📍 Dubai - United Arab Emirates

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Languages

Russian

English

Arabic

Tagalog

About

Over 15 years of work experience in Advertising, Branding, Retail Marketing as well as a Bachelor of Arts degree, with Diplomas in Commercial Art, Advertising, Printing Technology and other related fields. Therefore, I believe that I can bring efficiency, experience and expertise to meet all of your needs.

BRANDS WORKED WITH

Ecco Middle East

Intergulf Media

Oomph! Magazine

Studio Pvt. Ltd.

Experience

● Creative Manager (Regional-ME)

Ecco Middle East | Apr 2006 - Dec 2011

Key Responsibilities for Cyprus, UAE, Oman, Bahrain, Kuwait, Qatar, KSA, Syria, Jordan, Iran, Pakistan & Afghanistan markets.

- Create brand campaigns and Design & Production
- Create and manage brand related events and promotional activities
- Marketing Support Implementation of marketing plan per country Create & manage social media & events updates Providing marketing & POS material to all countries Manage online advertising & promotions campaigns

● Art Director

Intergulf Media | May 2003 - Apr 2006

Projects with multinational advertising agencies, international brands, publishing houses & direct clients.

- Offered media consultancy services to international brands, fashion retailers, publishing and media houses
- Content creation & manage social media
- Brand & advertising campaigns, corporate I.D
- Design monthly magazines (English, Arabic, Russian & Tagalog)

● Art Director - Strategic Publishing & Media Services

| Jan 2001 - May 2003

Magazine Titles: Young & Trendy, ME, Gulf Auto (Arabic), 4x4 Offroad, Wheels & Gears

- Developed concept and overall look of the publications
- Coordinate photo shoots for covers & products
- Design & layout the entire magazines
- Colour correction, touch-ups and special effects on images
- Costing, estimating & scheduling print production
- Creating print ready file for offset printing
- Checking print proofs and positives and supervising printing

● Design & Print Production Manager

Oomph! Magazine | Jan 1998 - Jan 2001

● Senior Designer

Studio Pvt. Ltd. | Jan 1997 - Jan 1998