

# Aleksandar Georgievski

Brand Management / Art + Creative Direction / Team Management / Entrepreneurship

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## SUMMARY

As an accomplished professional with two decades of experience, including 14 years in the UAE market, across diverse creative work and media areas, I bring an unwavering commitment to excellence and a passion for success to every project I undertake.

As a dynamic leader, I have a proven track record of developing and motivating high-performing teams to achieve ambitious goals and deliver outstanding results. With a strong focus on branding project management, I can guide initiatives from conception to successful completion, using a logical and innovative approach to overcome challenges and achieve success.

Throughout my career, I have worked closely with a variety of brand and creative agencies, enabling me to seamlessly manage communication between clients and agencies and drive positive outcomes for all stakeholders. As a Senior Brand Lead and Creative, I have consistently delivered outstanding results, working within strict budgetary constraints and delivering exceptional solutions that exceed expectations.

With a talent for strategic planning, innovative problem-solving, and a dedication to excellence in all that I do, I am confident that I can make a valuable contribution to any team or organization that values innovation, creativity and outstanding results.

## AREA OF EXPERTISE

- Brand Development
- Brand Identity and Guidelines
- Brand Management
- Creative & Art Direction
- Print & Communications
- Photo & Video Shoots Direction
- Project and Team Management

## TOP SKILLS

- Creative Direction
- Brand Management
- Strategic Thinking

## LANGUAGES

- |                  |                                  |
|------------------|----------------------------------|
| • Macedonian     | Native / Bilingual Proficiency   |
| • English        | Full Professional Proficiency    |
| • Serbo-Croatian | Professional Working Proficiency |
| • Bulgarian      | Professional Working Proficiency |

## EXPERIENCE

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### **Marketing Project Management - Skopje, North Macedonia August 2023 - Present**

#### Media TV and Radio Campaign Management:

- Lead the end-to-end process of TV and radio campaign management, from agency selection to production, translation of materials, and communication strategies.
- Monitor campaign performance and analyze results to optimize effectiveness and ROI.

#### Social Media Communication Strategy:

- Develop comprehensive social media communication plans for platforms such as Facebook, Google, and Instagram.
- Implement updates and content strategies to engage the target audience effectively.
- Measure the efficiency of social media campaigns through relevant metrics and analytics tools.

#### Innovative Campaign and Project Development:

- Collaborate with the sales department to generate new ideas, campaigns, and projects aimed at attracting and retaining new clientele.
- Lead the conceptualization, planning, and execution of marketing initiatives that align with business objectives and target audience preferences.

#### Brand Awareness Enhancement:

- Devise strategies to enhance brand awareness in the market.
- Conduct surveys and market research to measure brand awareness levels and identify areas for improvement.
- Implement initiatives to strengthen brand presence and perception among the target demographic.

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### **Senior Art Director (Freelance) at Saatchi & Saatchi MEA - Dubai, UAE September 2023 - November 2023**

- Senior Art Director and integral member of the creative team, committed to the seamless development of creative content for esteemed brands including Cadillac, Nana, Citi Bank, The Beach by Meraas, and Mahzooz.

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### **Senior Art Director at Aleksandar.work - Working Worldwide March 2021 - Present**

- Provide expertise in Art and Creative Direction, ensuring the delivery of high-quality creative solutions.
- Take charge of project management, overseeing the entire project lifecycle from objective and goal setting to project scoping, briefing, and reporting, all aligned with client requirements.
- Foster close collaboration with partnering suppliers to develop and produce innovative concepts and executions that meet clients' specific needs.
- Stay updated on emerging trends, technologies, and tools to maintain alignment with best business practices and industry standards.
- Offer detailed guidance and support in the education and development of project team members, facilitating their growth and professional advancement.

**Creative Freelancer at Saatchi & Saatchi MEA - Dubai, UAE**  
**May 2022 - September 2022**

- Contributed as a valuable member of the creative team dedicated to the successful launch and seamless implementation of the etisalat brand.
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**Founder / Creative Director at BrandsRevolution - Dubai, UAE**  
**February 2018 - March 2021**

- Develop and implement a comprehensive strategy for sustainable growth, positioning our agency as a top-of-mind awareness (TOMA) brand in the MENA market.
  - Take full responsibility for the company's performance, ensuring that it aligns with the established growth strategy.
  - Establish and foster a strong company culture, values, and behavior that reflect our vision and mission.
  - Ensure the effective execution of marketing campaigns tailored to meet clients' specific needs.
  - Manage and oversee marketing projects from objective and goal setting to project scoping, briefing, and reporting, ensuring they meet clients' requirements.
  - Stay updated on the latest trends, technologies, and tools in management and marketing, providing clients with recommendations that align with industry best practices and standards.
  - Conduct thorough analysis of project activities to ensure the achievement of objectives, accuracy of information, timely delivery, and adherence to budget.
    - Collaborate closely with partnering suppliers to develop and produce creative concepts and executions for assigned projects, meeting clients' needs.
  - Provide art and creative direction, offering detailed guidance and supporting the education and development of fellow designers and employees.
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**Senior Lead Creative / Brand Management at Dubai Properties - Dubai, UAE**  
**August 2014 - February 2018**

- Take responsibility for managing campaign photo shoots, including casting talents and providing creative direction.
- Contribute to the development of new brands within the retail and residential sectors.
- Undertake branding tasks and ensure the maintenance of materials across all DP locations.
- Collaborate with internal resources and external agencies to effectively implement marketing campaigns based on agreed briefs.
- Manage and oversee marketing projects, including objective setting, project scoping, briefing, agency management, and reporting.
- Support the team in developing, maintaining, and implementing the DP brand to enhance customer experience and meet the evolving needs of stakeholders. Regularly audit the DP brand in internal and external communications to ensure consistency with brand standards.
- Develop, maintain, and review the DP brand to provide guidance to internal and external stakeholders, ensuring correct implementation of the brand and measuring the impact of customer experience on overall brand perception metrics.
- Proactively enhance the team and organizational understanding of campaign initiatives through presentations and reports.
- Stay updated on new trends, technologies, and tools in brand management and marketing to provide recommendations aligned with best business practices and standards.
- Conduct a thorough analysis of each project to ensure the achievement of project objectives, the accuracy of the information, timely delivery, and adherence to budget.
- Prepare comprehensive reports on brand management and marketing initiatives for senior management, providing valuable information for decision-making.
- Engage in art direction and graphic design by personally working on graphic development in

collaboration with advertising agencies to create creative concepts and execute assigned projects.

- Provide detailed direction to designers and contribute to the education and development of internal studio designers.
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**Studio Manager at Dubai Properties Group - Dubai, UAE**  
**August 2012 - August 2014**

- Provide ongoing art direction and creative guidance for the DPG brand and its affiliated sub-brands (communities and destinations) across all media platforms (print, web, outdoor) both internally and externally.
  - Regularly update and maintain the comprehensive DPG guidelines to meet the evolving needs of the business. Additionally, develop tailored applications of the guidelines to ensure their practical implementation.
  - Enhance brand visibility and oversee the management of DPG's reputation by implementing consistent DPG branding and attribution across multiple touchpoints, such as community, corporate, and destination branding.
  - Foster and manage strong relationships with designated creative agencies and production partners, ensuring that all collateral aligns with DPG brand guidelines and adheres to the established standards and processes.
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**Founder / Head of Design at Visual Perspective Advertising Agency - Ohrid, North Macedonia**  
**March 2009 - July 2012**

- Providing comprehensive management and art direction expertise across diverse media channels, including print, packaging, web, mobile, and social platforms.
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**GUI and Web Designer at Masterkey Computer Systems - Dubai, UAE**  
**August 2008 - February 2009**

- Proficiently utilize graphical user interface (GUI) and employ advanced graphic design techniques within Masterkey, a cutting-edge web-based real estate software solution.
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**Graphic and Web Designer at Content Syndicate Agency - Dubai, UAE**  
**February 2008 - August 2008**

- Proficient in various aspects of graphic and web design, animations, visual identity development, poster creation, catalogue and brochure design, and banner design, as well as crafting engaging corporate presentations, among other related deliverables.
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**Graphic Designer at Republika - Skopje, North Macedonia**  
**January 2007 - February 2008**

- Successfully executed graphic design and art direction projects encompassing diverse visual identities, posters, catalogues, brochures, banners, corporate presentations, consumer packaging, websites, and more. Noteworthy clients included renowned organizations such as Diners Club International, Sony, Selenia, Macedonian Post, UNICEF, and the Government of the Republic of North Macedonia.

## CERTIFICATION

- **ILM** - Leadership and Management

## EDUCATION

- Technical University “Lenin” - Sofia, Bulgaria  
Bachelor Degree, Branding & Graphic Design, 2000 - 2004

## INTERESTS

- Photography, Motorcycles, Snowboarding & SCUBA diving

## VOLUNTEERING

- **Facilitating Workshops for Aspiring Visual Designers: A Guide to Cultivating Skills and Expertise, December 2009 to December 2010**

One of my key personal and professional commitments is to consistently share my knowledge and expertise with aspiring and promising individuals. Over the years, I have actively participated in numerous workshops aimed at fostering the growth and development of the next generation of graphic and brand designers in Ohrid. One noteworthy project that I have been involved in is the Peace Corps Volunteers' Youth Workshop for Future Graphic Designers.

This particular workshop has provided students with invaluable insights into the industry's best practices, emphasizing design fundamentals, logo creation, brand guidelines, lettering and typography, as well as the creation of comprehensive advertising campaigns. Throughout the workshop, participants have had the opportunity to work with various tools and techniques, including Adobe CS, which are widely recognized as professional design applications. By leveraging these tools, students have been able to craft high-quality layouts and designs, while also acquiring the necessary skills to effectively prepare materials for different mediums such as print, digital, and video production.

By actively engaging in initiatives like this workshop, I am passionate about contributing to the growth and development of emerging talents, equipping them with the skills and knowledge necessary for success in the field of graphic and brand design.