

# Aleksandar Georgievski

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

**Email:** georgievskialek@gmail.com • **Personal website:** aleksandar.work

**Phone numbers:** +971 50 423 5968 or +389 77 578 786

**LI profile:** linkedin.com/in/aleksandarg

## SUMMARY

Dynamic and results-driven branding and creative expert with 20 years of global experience, including 14 years in the UAE. A proven leader in driving high-impact branding projects from concept to execution, leveraging strategic thinking and innovative solutions. Adept at fostering strong client-agency relationships and managing cross-functional teams to deliver exceptional results, even within tight budgets. Passionate about visual storytelling, I bring a unique blend of creativity and business acumen to every project.

## CORE COMPETENCIES

**Brand Development:** Crafting and executing brand strategies that resonate and engage.

**Creative Direction:** Leading creative teams to produce compelling visual content across platforms.

**Project Management:** End-to-end oversight of branding, marketing, and creative initiatives.

**Team Leadership:** Building and mentoring motivated teams to achieve shared goals.

**Client Relations:** Ensuring seamless communication and satisfaction between clients and agencies.

## PROFESSIONAL EXPERIENCE

### Business Project Management - Marketing

Skopje, North Macedonia | Aug 2023 – Present

- Spearhead TV and radio campaign management, from agency selection to production, optimizing strategies for maximum ROI.
- Design and implement social media communication plans across Facebook, Google, and Instagram, driving audience engagement and brand visibility.
- Collaborate with sales teams to create innovative campaigns, enhancing customer acquisition and retention.

### Senior Art Director (Freelance)

Saatchi & Saatchi MEA, Dubai, UAE | Sep 2023 – Nov 2023

- Led creative development for high-profile brands such as Cadillac, Nana, and Citi Bank, ensuring top-tier content delivery and brand consistency.

### Senior Art Director

aleksandar.work | Worldwide | Mar 2021 – Present

- Provided strategic creative direction, ensuring alignment with client goals and market trends.
- Managed project lifecycles, from scoping to final delivery, consistently exceeding client expectations.
- Mentored project team members, fostering professional growth and industry expertise.

### **Creative (Freelancer)**

Saatchi & Saatchi MEA, Dubai, UAE | May 2022 – Sep 2022

- Contributed as a valuable member of the creative team dedicated to the successful launch and seamless implementation of the etisalat brand.

### **Founder / Creative Director**

BrandsRevolution, Dubai, UAE | Feb 2018 – Mar 2021

- Established a branding and creative agency, driving its growth and market presence across the MENA region.
- Directed all aspects of agency operations, including client acquisition, creative development, and project management.
- Cultivated a strong company culture focused on innovation, quality, and client satisfaction.

### **Senior Lead Creative / Brand Manager**

Dubai Properties, Dubai, UAE | Aug 2014 – Feb 2018

- Directed campaign photo shoots, developed new brands, and managed the brand presence across all DP locations.
- Collaborated with internal and external teams to execute marketing campaigns that enhanced customer experience and brand perception.

### **Studio Manager**

Dubai Properties Group, Dubai, UAE | Aug 2012 – Aug 2014

- Provided ongoing creative direction, ensuring consistent brand representation across all media platforms.
- Strengthened brand visibility through strategic management of creative agencies and production partners.

## **EDUCATION & CERTIFICATIONS**

Bachelor's Degree in Branding & Graphic Design  
Technical University, Sofia, Bulgaria | 2000 – 2004

ILM Certification in Leadership and Management

## **LANGUAGES**

**Macedonian:** Native/Bilingual Proficiency

**English:** Full Professional Proficiency

**Serbo-Croatian:** Professional Working Proficiency

**Bulgarian:** Professional Working Proficiency

## **INTERESTS**

Photography, Motorcycles, Snowboarding, SCUBA Diving

## **VOLUNTEER EXPERIENCE**

### **Facilitator, Visual Design Workshops**

Peace Corps Youth Workshop, Ohrid, North Macedonia | Dec 2009 – Dec 2010

Led workshops focused on developing the next generation of graphic and brand designers, emphasizing industry best practices and creative techniques.