

Aleksandar Georgievski

Brand Management | Art & Creative Direction | Team Leadership | Strategic Marketing

georgievskialek@gmail.com | www.aleksandar.work

UAE: +971 50 423 5968 | MK: +389 77 578 786

linkedin.com/in/aleksandarg

PROFESSIONAL SUMMARY

Strategic and results-oriented branding expert with over 20 years of global experience - 14 of which were in the UAE market - delivering impactful creative solutions and brand strategies across diverse industries. Proven leader in managing cross-functional teams, executing end-to-end marketing campaigns, and steering creative direction for major regional and global brands. A skilled visual storyteller with a sharp business acumen, committed to elevating brand presence and driving measurable growth.

CORE SKILLS

- Brand Strategy & Development
- Creative & Art Direction
- Marketing Campaign Execution (TV, Radio, Digital)
- Team Leadership & Mentorship
- Project & Studio Management
- Client & Agency Relations
- Content Planning & Storytelling
- Cross-Channel Communication (Social, ATL, BTL)

PROFESSIONAL EXPERIENCE

Business Project Manager – Marketing

Skopje, North Macedonia | Aug 2023 – Present

- Lead TV and radio campaigns, overseeing agency selection, production, and ROI-focused execution.
- Build social media strategies across Facebook, Instagram, and Google platforms.
- Partner with sales teams to deliver targeted campaigns for customer acquisition and retention.

Senior Art Director (Freelance)

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

- Directed creative outputs for Cadillac, Nana, and Citi Bank, ensuring brand integrity and high visual standards.

Senior Art Director / Creative Director

aleksandar.work | Global | Mar 2021 – Present

- Delivered creative strategies and brand direction to global clients, exceeding performance expectations.
- Led diverse project teams, managing deliverables from concept to launch.
- Provided mentorship and guidance to junior creatives and project teams.

Creative (Freelance)

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

- Supported the Etisalat rebranding effort with concept development and creative execution.

Founder / Creative Director

BrandsRevolution, Dubai, UAE | Feb 2018 – Mar 2021

- Built a creative agency from the ground up, managing branding projects across the MENA region.
- Directed brand strategy, visual identity, and campaign execution for multiple clients.
- Developed a strong creative culture focused on innovation and client results.

Senior Lead Creative / Brand Manager

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

- Drove brand campaigns, directed photo shoots, and managed brand visibility across all DP assets.
- Coordinated internal and external stakeholders to maintain brand consistency and customer engagement.

Studio Manager

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

- Oversaw all creative output across the brand, ensuring alignment with corporate identity and messaging.
- Managed creative agencies and vendors for brand campaigns and production.

EDUCATION & CERTIFICATIONS

- Bachelor's Degree in Branding & Graphic Design
Technical University, Sofia, Bulgaria | 2000 – 2004
- ILM Certification
Leadership & Management

LANGUAGES

- Macedonian – Native
- English – Full Professional Proficiency
- Serbo-Croatian – Professional Working Proficiency
- Bulgarian – Professional Working Proficiency

ADDITIONAL INFORMATION

- Interests: Photography, Motorcycles, Snowboarding, SCUBA Diving
- Volunteer Work: Facilitator – Visual Design Workshops supported by Red Cross, Ohrid, North Macedonia (2009–2010)