

MERYL ELAFIFI | CREATIVE DIRECTOR | BLOG | [HTTP://PATTERNEDBISCUIT.BLOGSPOT.COM/](http://patternedbiscuit.blogspot.com/) |
EMAIL: MERYL.ELAFIFI@GMAIL.COM | MOBILE: +2 0100 320 1500 | SUMMARY OF QUALIFICATIONS |
TEN YEARS OF EXPERIENCE IN TTL ADVERTISING | WIDE RANGE OF MARKETING COMMUNICATIONS
EXPERIENCE INCLUDING | MAINSTREAM ADVERTISING | DIGITAL | ON GROUND ACTIVATION |
DIRECT MAIL | DIVERSE PORTFOLIO OF CLIENTS INCLUDING | NESTLE (NESCAFE, NIDO) | CDM |
PACHIN PAINTS | JOTUN PAINTS | PALM HILLS DEVELOPMENTS | UNILEVER (LUX - LIPTON - SIGNAL) |
SAVOLA (AFIA - SLITE OILS) | SHELL | ETISALAT | MAZZIKA - ZOOM TV CHANNELS | NRP (NILE &
NOGOOM FM RADIO STATIONS) | CONTACT FINANCING SOLUTIONS | ALIANZ INSURANCE | HSBC |
ARPU+ | PROCTER AND GAMBEL (ARIEL - PAMPERS) | WARNER & LAMBERT INCOGUM (CLORETS - BLOX
GUM) | VODAFONE | UNHCR | TECHNICAL | EXTENSIVE EXPERIENCE WITH DESKTOP PUBLISHING
SOFTWARE INCLUDING | ADOBE SUITE | CAREER HIGHLIGHTS | PROMOSEVEN - MCCAN ERICKSON
(CREATIVE DIRECTOR) JULY. 2007 - PRESENT | STRATEGIES - BBDO (ASSOCIATE CREATIVE DIRECTOR)
MARCH. 2007 - JULY. 2007 | JWT CAIRO - FORMERLY BONUS EURO RSCG (SENIOR ART DIRECTOR)
JULY. 2004 - FEB. 2007 | SAATCHI & SAATCHI EGYPT (ART DIRECTOR) SEP. 2001 - JULY. 2004 | EDUCATION |
BACHELOR IN ANIMATION CARTOONS | THE ARTS ACADEMY | CINEMA INSTITUTE (CAIRO,
EGYPT) | LANGUAGES | FLUENT IN BOTH ENGLISH AND ARABIC | HOBBIES NOVEL WRITING.