

KAREEM EL MUBARAK

CREATIVE DIRECTOR · FILMMAKER

Creative Director with 9+ years across film and advertising, leading campaigns end-to-end — concept, script, direction, post-production, and client delivery.

Hands-on director who builds crews, casts talent, and manages accounts across the UAE and Egypt markets.



EXPERIENCE

Creative Director / Producer

2025 – Present

Innova8 Advertising Agency — Dubai, UAE

- Own end-to-end creative for film and digital campaigns: concept, scripting, direction, and post-production supervision through final delivery.
- Lead client accounts directly — pitching concepts, presenting work, and steering feedback rounds to approval.
- Cast and direct on-screen talent and models; assemble crews and production plans for every shoot.
- Manage cross-discipline teams (design, copy, edit) to deliver multi-platform campaigns on deadline.

Production Manager / Director

2024 – 2025

11D Advertising Agency — Dubai, UAE

- Ran production-house operations end to end: scheduling, budgets, crews, and vendor management.
- Developed creative concepts and visual styles for branded content; directed shoots and supervised post.

Filmmaker

2021 – 2024

Servix Advertising Agency — Egypt

- Developed concepts and visual treatments for commercial and branded content across client sectors.
- Directed shoots from brief to final master, collaborating with clients and internal creative teams.

Filmmaker

2017 – 2024

MK Team — Egypt

- Specialized in motorsport coverage — fast-turnaround event films delivered under tight timelines with consistent visual quality.

Freelance — Filmmaker & Copywriter

2017 – Present

Independent

- Write, direct, and produce original short films every year; commercial copywriting since 2024.

HOW I WORK

CONCEPT > SCRIPT > PRE-PROD > DIRECTION > POST > DELIVERY

One owner from first idea to final master — covering creative direction, copy, account management, casting, production, and post in a single chair.

CONTACT

Dubai, United Arab Emirates

elmubarakkareem@gmail.com

+971 56 600 2104

Portfolio — vimeo.com/elmubarakkareem

Behance — behance.net/kareemelmubarak

Instagram — [@karim_elmubarak](https://www.instagram.com/karim_elmubarak)

LinkedIn — [Kareem El Mubarak](#)

CORE SKILLS

- Creative Direction
- Concept Development
- Film Direction
- Scriptwriting & Copywriting
- Cinematography
- Post-Production · Adobe Suite
- Producing & Budgeting
- Casting & Talent Direction
- Client & Account Management
- Team Leadership
- AI Production Tools

EDUCATION

BBA — Marketing

Canadian International College (CIC)

2017 – 2022

Marketing Certification

Canadian International College (CIC)

2022

Videography Certification

Vertical Network

2022

INDEPENDENT WORK

Writes, directs, and produces an original short film every year.