Ramzi Sarieddine

Creative Director

www.ramziportfolio.com

Muyderban 18, Muiden 1398 DG, Netherlands
r(+31) 06 81 63 69 86 / ramzisdc@gmail.com

Profile

As a Creative Director with an art director background who's worked across four countries on global clients, on both agency and client side, I've become the ultimate translator. I started by translating client briefs into compelling stories and award winning campaigns. Moving client side, I learned how to translate strong creative thinking into internal alignment, helping transform a dry brand into a meaningful one. As Head of Creative at a startup, I translated big creative ambition and limited budgets into work that successfully launched a product in a saturated market. Most recently at VML, I translate complex national and brand ambitions into clear, high impact creative platforms, leading multi market teams and major clients from strategy through execution. I speak art direction, traditional advertising, experiential, UX UI design, client needs and creative mentorship, and I'm fluent in English and Arabic.

Experience

VML, Riyadh – Creative Director
July 2025 – Present

As a Creative Director at a global creative agency leading major brands and national initiatives in Saudi Arabia, I:

- Lead creative direction across five major accounts: Expo Riyadh 2030, King Salman International Airport, AROYA Cruises, Flynas Airlines, and Kudu, spanning brand platforms, campaigns, and large-scale initiatives.
- Manage and mentor a cross-market team of 12 creatives, including 7 creatives based in Riyadh and 5 designers in the Beirut office, fostering collaboration, craft excellence, and consistency across regions.
- Drive end-to-end creative leadership—from strategic interpretation and concept development to execution and delivery across multiple touchpoints.
- Actively involved in new business pitches and NGO projects, contributing to agency growth and purpose-driven work beyond core client scopes.
- Partner closely with internal stakeholders including strategy, production, and account management to ensure aligned thinking, efficient delivery, and high creative standards.
- Serve as a client-facing creative lead, presenting work, shaping narratives, and building trusted relationships at senior client levels.
- Represented the agency as a speaker at the Young Talent Academy during the Athar Festival, supporting creative education initiatives

Spinn, Amsterdam – Creative Director
November 2021 – May 2025

As the head of the creative department of a startup that makes luxury coffee machines, I:

- Led the creative vision of the brand from inception with comprehensive brand design and guidelines.
- Successfully launched version one and two of the Spinn Coffee Maker, surpassing ROI predictions on both launches.
- Led an in-house creative team tasked with making all the advertising materials for the brand.
- Managed a network of global vendors to deliver high-quality work within various budget constraints.
- Handled internal communication with stakeholders to foster strong collaborative relationships and drive the brand's strategic vision.

Bugaboo, Amsterdam – Creative Lead
October 2019 – October 2021

As a Creative Lead at one of the world's leading children's brands, I:

- Brought global consistency and excellence to the brand by developing new brand guidelines which I helped implement across all global markets.
- Orchestrated successful global product launches with international production partners.
- Led in-house creative teams to deliver innovative and impactful marketing materials.

ATB Financial, Edmonton – Associate Creative Director
August 2014 – May 2018

As an Associate Creative director at the in-house agency of Canada's third largest bank, I:

- Grew the in-house agency into one of the largest and most award-winning agencies in Edmonton.
- Established a network of vendors, production companies, freelancers, and local artists to produce outstanding creative work.
- Created innovative and unconventional campaigns that redefined ATB Financial's brand image.
- Played a pivotal role in developing new brand guidelines and implementing a new design system.

Mullen Lowe, Boston – Senior Art Director
September 2010 – May 2013

As a Senior Art Director at Boston's leading advertising agency, I:

- Secured new business wins for clients Fage and Grey Goose.
- Developed award-winning campaigns and activations for clients including JetBlue and Planet Fitness.

- Led photoshoots, film shoots, and post-production processes to ensure high-quality deliverables.
- Mentored design interns and junior creative teams, fostering their professional growth and development.

FP7, Dubai – Art Director
September 2004 – September 2008

As an Art Director at my first advertising agency, I:

- Created award-winning campaigns for Zippo and Laser Eye.
- Adapted global campaigns for brands such as L'Oréal, McDonald's, and Coca-Cola to resonate with regional markets.
- Led the development of MTV Arabia's official brand identity.

Education:

Amsterdam University of Applied Sciences, Amsterdam – Master Degree
2018 – 2019
Master in Digital Design

Miami Ad School / Florida International University, Miami – Master Degree
2009-2010
Master in Mass Communication – Art Direction

Lebanese American University, Beirut – Bachelor's Degree
2000-2004
Graphic Design