

### PROFESSIONAL SUMMARY:

Creative producer and director operating across Marketing, Communications, and Brand — building and delivering integrated campaigns across digital, print, and experiential formats. Known for translating ideas into fully executed outputs, combining hands-on production with leadership to drive real-world results.

### FIELD OF EXPERIENCE:

#### Director / Producer

##### SAAD'S STUDIO | Fort Lee, NJ | 2025–Present

- Produce integrated Marketing, Communications, and Creative strategies across digital, print, and experiential formats, leading end-to-end campaign development, brand storytelling, content production, and go-to-market execution.
- Leverage modern technologies—including AI-driven tools, marketing automation, analytics platforms, and MarTech systems—to deliver data-informed, scalable, and performance-driven solutions.
- Execute across diverse industries including manufacturing, fintech, beauty, fashion, medical, and education, adapting brand positioning, audience segmentation, and cross-channel marketing strategies to varied business environments.

#### Creative Director – Marketing

##### Brookwood Companies Inc. | New York, NY | 2021–2025

- Built and led Brookwood's first integrated Creative–Marketing department, aligning brand strategy across six product divisions.
- Launched the company's first eCommerce platform, generating \$63M in 2024 with continued growth trajectory.
- Led development of Brookwood-ZERO™ (PFAS-conscious brand), securing \$100M+ in orders within five months.
- Directed brand transformation and trade show strategy (10+ annually), increasing engagement and conversion.
- Implemented MarTech systems (programmatic, automation, analytics) to enable data-driven performance.

#### Creative Marketing Director & Lead Instructor

##### ACE Institute of Technology | New York, NY | 2004–2021

- Led 17-year brand evolution, transforming ACE into a nationally accredited, competitive institution.
- Directed brand redesigns and integrated marketing campaigns, scaling from solo execution to teams of 28+ contributors.
- Built data-driven enrollment marketing systems, improving targeting, conversion, and media efficiency.
- Established in-house content production and expanded reach through programmatic, email, and digital campaigns.

#### Creative Marketing Director / Consultant

##### American Friends of Bar-Ilan University | New York, NY | 2017–2021

- Directed communications and brand strategy to strengthen donor engagement across U.S. and global audiences.
- Led multi-channel fundraising campaigns, increasing contributions and participation.
- Managed media strategy (print, TV, digital) to maximize ROI and campaign alignment.
- Produced donor communications, event branding, and institutional storytelling, elevating visibility in national media.

### ADDITIONAL ROLES

#### Creative Marketing Director – Wavestek Inc. | New York, NY | 2016-2020

- Directed marketing strategy and creative execution for a technology solutions provider, developing integrated campaigns and overseeing brand positioning across digital and print platforms.

#### Creative Marketing Director – Bradford Entertainment Inc. | New York, NY | 2009–2017

- Led brand development, promotional campaigns, and multimedia production for entertainment properties, managing creative assets for both live and digital platforms.

#### Creative Marketing Director – Siscotek Inc. | New York, NY | 2007–2009

- Managed corporate branding, marketing collateral, and sales enablement tools for a technology services company.

#### Creative Marketing Director – Technical Support Business Inc. | New York, NY | 2006–2008

- Oversaw marketing programs, brand consistency, and client communication materials for an IT services provider.

#### Assistant Professor – City College of New York, Photography Program | New York, NY | 2003–2006

- Taught advanced photography and visual communication courses, integrating industry-standard tools and practices into curriculum.

#### Assistant Director of Creative Development – Gaga Town Inc. | New York, NY | 2000–2003

- Developed creative concepts, brand visuals, and promotional content for a children's educational and entertainment brand.

### EDUCATION: The City College Of New York. New York City, NY, U.S.A.

- Bachelors in Media & Communication Arts (Specialized in Film) & Minor in Photography.

### CERTIFICATES & AWARDS

- Project Plus (CompTIA Certificate for Project Management)
- NYS Teaching License
- Joe Harris Scholarship Award



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