

Sara Radwan .

Senior Brand Strategist · Creative Director · Abu Dhabi, UAE

hello@sarahradwan.me · sarahradwan.me · linkedin.com/in/sarahradwan1 · Abu Dhabi, UAE · Available Internationally

ARABIC Native · **ENGLISH** Fluent · **FRENCH** Professional · **GERMAN** Working

PROFILE

Senior Brand Strategist and Creative Director with 22+ years of experience across Egypt, Qatar, and the UAE. Specialist in building and managing brands for government institutions, technology companies, and international organisations operating across the Arab world and beyond. Multilingual strategist — Arabic, English, French — with deep sector knowledge in government communications, educational publishing, risk and security, and technology brand creation. Currently pursuing CIM Level 7 Postgraduate Diploma in Professional Marketing. Available for international mandates.

EXPERIENCE

Senior Brand Strategist & Creative Director

Feb 2025 — Present

WeDo Advertising & Publicity · Abu Dhabi, UAE

Abu Dhabi, UAE

- Lead brand strategy and creative direction for UAE government clients including Dubai Land Department, Khalifa Fund, and DIEZA/DAFZ.
- Manage complex tender submissions and financial proposals for government retainer contracts valued at AED 3.7M+.
- Direct bilingual Arabic/English communications across campaign, digital, and experiential formats.

Creative Director — UAE National Curriculum

2019 — 2021

Ibtikar · UAE Ministry of Education

UAE

- Led team and creative direction for a AED 2,000,000 (~€500,000) national curriculum design commission.
- Designed complete visual system for 100+ textbooks across Curriculum, Social Studies, Philosophy, French, and Music — Arabic, English, and French.
- Developed interactive ePub digital editions with embedded audio, video, animation, and slide elements.
- Directed typography system across three scripts, subject colour-coding, illustration direction, and Teacher's COVID-19 Guide.

Creative Director — Brand & Communications

2019 — 2025

Multiple Clients · UAE & Saudi Arabia

UAE

- RTA (UAE Roads & Transport Authority): Creative direction for ■■■■ ■■■■■ internal recruiting fair — six activations, 250+ vacancy portal, DiSC assessment kiosks, spatial and environmental design.
- Emerald Solutions Group: 4-year brand communications retainer — website design & bilingual copywriting (EN/ES), social media strategy, identity systems for 3–4 sister companies. 45+ countries, full confidentiality constraints.
- Act Air UAE: End-to-end brand creation for MENA's first interactive hologram company — naming, identity, LEAP 2022 investor pitch creative, launch strategy.
- DAIS 2019 (Dubai Sports Council): Full event identity for Dubai AI in Sports conference — pitching, identity, environmental design, print, digital.

EARLIER CAREER

Creative Director / Senior Brand Manager

2010 — 2019

CPI Media Group · Dubai

Managed 20+ brands across publishing, media, and B2B sectors. Editorial design, brand identity, and communications across print and digital.

Brand Strategist & Designer

2003 — 2010

Agency & Client-side Roles · Egypt & Qatar

Brand creation, graphic design, and communications across fashion, beauty, education, and media sectors in Egypt and Qatar.

EDUCATION & QUALIFICATIONS

CIM Level 7 — Postgraduate Diploma

Professional Marketing

Oxford College of Marketing

Jan 2026 — Jan 2027 (In progress)

Modules: Global Marketing Decisions · Corporate Digital Communications · Creating Entrepreneurial Change

Bachelor of Fine Arts

Graphic Design & Visual Communication

Helwan University, Cairo

Graduated 2003

CORE SKILLS

Strategy

- Brand strategy & positioning
- MENA market entry strategy
- Brand architecture
- Communications frameworks
- Bilingual brand voice (AR/EN/FR)

Creative Direction

- Visual identity systems
- Campaign creative direction
- Publication & editorial design
- Design systems at scale
- Illustration direction

Digital & Interactive

- Website design & UX
- Interactive ePub development
- Embedded multimedia (audio/video)
- Social media strategy
- Content calendar management

Management

- Team leadership & direction
- Client management
- Tender & proposal writing
- Long-term retainer management
- Government client protocols

SELECTED CLIENTS

UAE Ministry of Education

National curriculum — 100+ books · 2019–2021

UAE Roads & Transport Authority

Internal campaign & event identity · 2023

Dubai Land Department

Government campaign creative · 2024

Khalifa Fund

Brand management retainer · 2025–present

Dubai Sports Council

DAIS 2019 — AI in Sports conference

AI Jalila Foundation

Identity & communications

Emerald Solutions Group

Global risk management — 4-year retainer

Act Air UAE

Brand creation — MENA hologram tech

Expo 2020 Dubai

Campaign communications

CPI Media Group (20+ brands)

Publishing & media brand management

SECTOR EXPERIENCE

- UAE & GCC Government
- Educational Publishing
- Risk Management & Security
- Technology & Innovation
- Healthcare & Institutional
- Media & Publishing
- Fashion & Beauty
- Events & Exhibitions

LANGUAGES

Arabic — Native

English — Fluent — strategic & creative

French — Professional working proficiency

German — Working proficiency

PROFESSIONAL PRESENCE

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LinkedIn: linkedin.com/in/sarahradwan1

Freelance: malt.fr — Sara Radwan

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