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Syria / USA

2013

Domus Academy, Milan Italy.
Masters Degree.

2008-2012

American University in Dubai.
Bachelor in Visual Comm.

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BASHAR AJLANI

Director of Marketing Communications

Experience

AUG 2023 - Present



Nextstage

Director of Marketing Communications

As Director of Marketing Communications at Nextstage, I built the agency from the ground up, scaling it from zero to AED 1.5M in annual revenue within two years. The agency delivers creative direction, strategic marketing and high-end content production for clients including Mubadala, GMC, V-KOOL and other leading organisations in the UAE. My role combines creative marketing leadership with operational management, shaping brand strategies while building a collaborative team capable of producing original, production-level campaigns across digital platforms.

- Built Nextstage from startup to AED 1.5M in revenue.
- Led creative strategic campaigns for industry leading brands (GMC, Mubadala, etc).
- Managed relationships with CEOs, shareholders, marketing leaders.
- Built and led a 12-person multidisciplinary team.
- Delegated creative production across campaigns and content.
- Led team brainstorming and concept development sessions.
- Oversaw high-quality social media campaign execution.
- Scaled agency operations and client portfolio growth.

DEC 2021 - JULY 2023



OSN+

Creative Director

Led two floors of multidisciplinary creative teams at OSN+, contributing to the platform's rebrand in collaboration with a UK branding agency while directing regional campaigns for major HBO titles and OSN+ Originals across digital and outdoor media.

- Managed two floors of multidisciplinary creative teams.
- Co-developed OSN+ branding with UK agency.
- Directed campaigns for major HBO titles.
- Promoted OSN+ Original Series launches.
- Led regional OOH and digital campaigns.
- Oversaw KSA-focused campaign rollouts.

DEC 2019 - DEC 2021



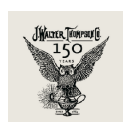
Publicis Groupe - Majid Al Futtaim

Creative Lead

Built and led a dedicated creative team exclusively serving Majid Al Futtaim, establishing the structure and workflow to support the group's marketing and communications output. Directed the Majid Al Futtaim social media presence and oversaw the development and rollout of 86 integrated campaigns across digital platforms. Contributed to the personal brand development of CEO Alain Bejjani through executive-level content and positioning. Also designed confidential internal creative systems and operational frameworks to strengthen the in-house team's production, collaboration and campaign delivery.

- Directed Majid Al Futtaim social media presence.
- Delivered 86 integrated campaigns across digital platforms.
- Developed creative strategy for large-scale marketing initiatives.
- Supported CEO Alain Bejjani personal brand development.
- Created confidential internal creative systems and workflows.
- Led multidisciplinary teams across design, film, digital.

NOV 2015 - DEC 2019



J. Walter Thompson

Art Director