

# CREATIVE PORTFOLIO





# AHMED OMAR HASSAN FAHMY

*Artist, Writer, Creative.*

## 01. Skills

CREATIVE WRITING	■ ■ ■ ■ ■
STORYBOARDING	■ ■ ■ ■ ■
MICROSOFT WORD	■ ■ ■ ■ ■
MICROSOFT PPT	■ ■ ■ ■ ■
MICROSOFT EXCEL	■ ■ ■ ■ ■
ADOBE PHOTOSHOP	■ ■ ■ ■ ■
ADOBE ILLUSTRATOR	■ ■ ■ ■ ■
WORDPRESS	■ ■ ■ ■ ■

## 02. Languages

ENGLISH	■ ■ ■ ■ ■
GERMAN	■ ■ ■ ■ ■
ARABIC	■ ■ ■ ■ ■
SPANISH	■ ■ ■ ■ ■

## 03. Experience

### INTERNSHIP / COVESTRO AG

#### MARCOM - BRANDING / 2024 - PRESENT

- Campaign planning & strategy development
- Integrated brand communications
- Corporate narrative
- Digital transformation

### FREELANCE

#### FREELANCE CREATIVE / 2018 - PRESENT

- Creative copywriting
- Storyboarding
- Content management
- Creative consulting

### ZAITUNA COMERCIO S.L.

#### BUSINESS DEVELOPMENT MANAGER / 2020 - 2022

- Customer relations
- Market research & trend analysis
- Creative strategic planning

### INTERNSHIP / IMPACT BBDO

#### JR. ENGLISH COPYWRITER | 2018

- Creative copywriting
- Branding, Flyers, Emailers, Radio, Billboards

## 04. Education

### COLOGNE BUSINESS SCHOOL

#### DIGITAL MARKETING M.A. / 2022 - 2024

- Advanced Digital Marketing Techniques & Tools
- Omni-Channel Commerce (Artificial Intelligence)
- Online & Social Media Management
- Innovation Management & Digital Transformation
- Digital Content Creation
- Product Management & UX Design

*\* Collaborative practical projects with Bosch, Douglas  
Tourismus NRW, Homú.*

*\* Member of the CSR Student Team (Social Media Manager)*

### CANADIAN UNIVERSITY OF DUBAI

#### BACHELOR OF COMMUNICATIONS (ADV) / 2016 - 2019

- Advertising Copywriting
- Print Advertising
- Promotional Techniques
- Integrated Marketing Communications
- Graphic and Layout Design



# Artist, Writer, Creative.

Ahmed is a visual artist, creative writer, and designer, currently based in Germany. He describes himself as more than just a character count. He is years of experience, with a lot more to learn. He explores innovative storytelling through writing, illustration, and design.

A true-bred creative, Ahmed hails from an Advertising and Communications background. His work as a freelance copywriter, graphic designer, and storyboard artist have seen him tackle projects of different color and taste, each unique in further developing his technical and personal skillsets.



# Work, Arbeit, & More Trabajo.



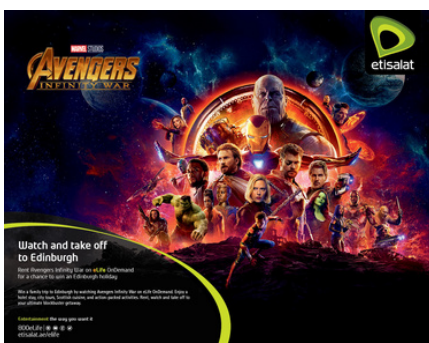
Impact BBDO  
Copywriting



Impact BBDO  
Copywriting



Mock Ad  
Copywriting



Impact BBDO  
Copywriting



Impact BBDO  
Copywriting



Impact BBDO  
Copywriting

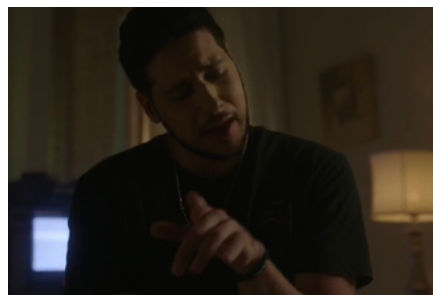
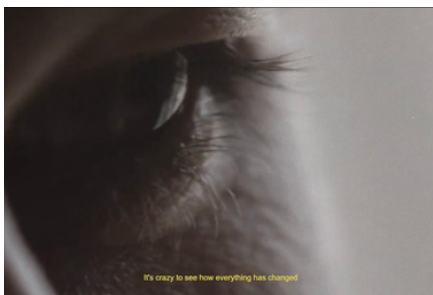


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# Sound, Camera, Action.

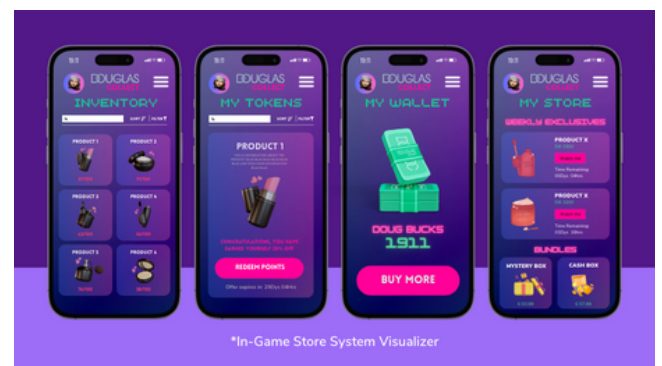
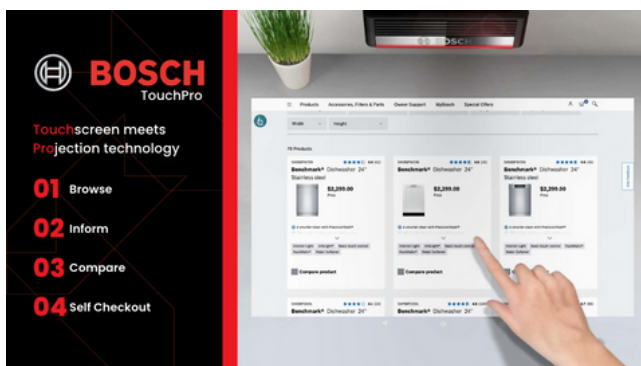
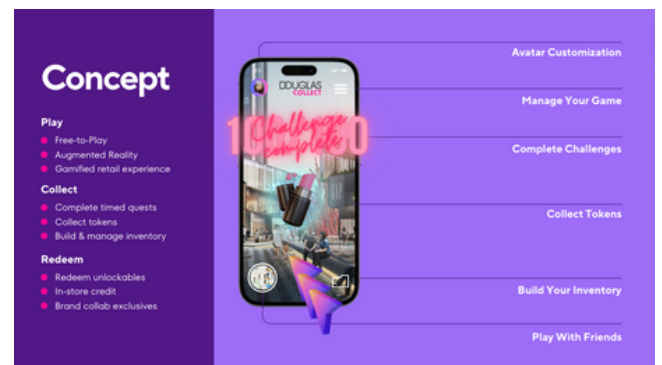
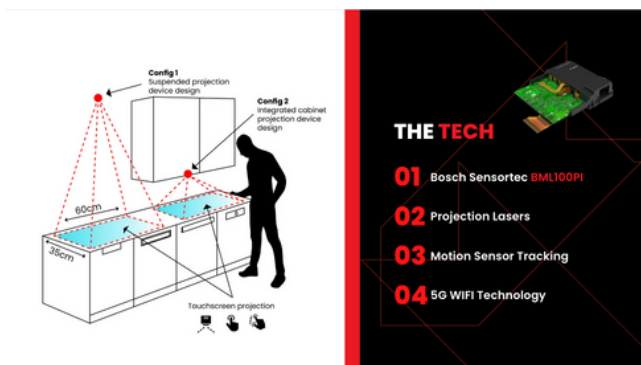


**MarklssaFilms**  
*Storyboard, Screenplay*

**MarklssaFilms**  
*Storyboard, Screenplay*

**Mock Ad**  
*Storyboard, Screenplay, Editing*

# Theory Meets Practice.



## Cologne Business School

Winning pitch proposal for Innovation Management & Digital Transformation in collaboration with Bosch.

## Cologne Business School

Gamification mobile app concept developed in collaboration with Douglas.



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Fahmy

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# REACH OUT.



Cologne, Germany

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linkedin.com/in/aohf

“ ”

When you sell to the  
eyes, you sell to the  
soul, that's when you're  
in business.      - **aohf**