

AMEL MAHFOUF

Creative Swiss-Knife



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www.amelmahfouf.com

EDUCATION

Photography (MA)

@ The CASS - London Met University (2015)

Visual Communication & Advertising (MA)

@ ECV Paris (2014)

Visual Communication & Graphic Design (BA)

@ ECV Paris (2012)

LANGUAGES



Native or fluent



Enough to make friends

TECHNICAL SKILLS

- ◆ Adobe Creative Suite
 - ◆ Photography / Set Design
 - ◆ Video/Animation (AEP/Premiere)
 - ◆ Assets Management
 - ◆ Figma (Currently training)
 - ◆ Sketch
 - ◆ Audio editing (Notions)
 - ◆ HTML/CSS (Notions)
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PARTY TRICKS

- ◆ Forever learning music
- ◆ Book industry supporter
- ◆ Museum stalker
- ◆ Offensive DJ Sets
- ◆ Makes a mean quiche

PROFILE

I'm Amel, a versatile creative from Paris, based in London (via Canada, Germany and the US). I like big pictures and I cannot lie. I'm never afraid to get my hands dirty, putting my technical expertise to good use when it comes to pushing good stories and concepts out.

EXPERIENCE

Senior Designer @ Sweet&Chilli Agency

Feb 2023 - Current / London, UK

- ◆ Design, creative ideation and pitches for an international portfolio of brands in the drinks and hospitality industry.
- ◆ Created brand identities and guidelines, as well as video and animated content for clients.
- ◆ Event photographer and videographer.
- ◆ Main creative on the Cocktail Porter and Air Mary brands.
- ◆ In-house training for best practice in photography and video.

Creative Lead @ Jigsaw Dating

Oct 2020 - Nov 2022 / London & Manchester, UK + Dallas, TX

- ◆ Ideated and coordinated advertising campaigns.
- ◆ Consolidated TOV and creative strategy to adapt to the US market and promote the app's launch in Texas.
- ◆ Revitalised organic social channels (primarily Tiktok).
- ◆ Acted as the brand guardian to ensure brand consistency.

Creative Designer & Photographer @ Printed.com

Apr 2018 - Oct 2020 / London, UK

- ◆ Established the in-house visual production capacities.
- ◆ Led the transition from CGI to Photography.
- ◆ Conceptualised and executed organic and paid content.

Graphic Designer @ Pai Skincare

Apr 2016 - Apr 2018 / London, UK

- ◆ Designed physical (POS, Packaging) and digital assets.
- ◆ Proposed conceptual routes for advertising campaigns.
- ◆ Translated promotional materials and website content and established brand TOV guidelines in French.

Art Direction Assistant @ Saatchi & Saatchi

Apr - Aug 2013 / Frankfurt, GER

- ◆ Participated in the conceptualisation for various clients.
- ◆ Supported the production of pitching material.

Graphic Designer @ Ottoblix

Jun - Aug 2012 / Montreal, CA

- ◆ Developed brand identity routes for different clients.
- ◆ Storyboarded the opening videos of the Just For Laugh Festival.