



# AHMAD EL REFAEY

Award-winning creative director / Copywriter  
& Conceptualizer.

## Contact

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[Portfolio](#)

## Education

Cairo University | '05- '09

Kenana American College | '04-'05

Hilliard Davidson High School | '00 - '04

## Personal Skills

- Excellent Presentation Skills
- Creative Leadership & Team Management
- Conceptualizing / Visualizing and Creative Writing
- AI specialist (Midjourney, Runway, Stable diffusion & Bard)
- TV concepts and script
- Digitally Savvy and Up to date with the Social and tech trends.

## Advertising Experience

CREATIVE DIRECTOR / HEAD OF DEPARTMENT

Horizon FCB Kuwait | 2023- Present

ASSOCIATE / CREATIVE DIRECTOR

Wunderman Thompson | 2018 - 2022

SENIOR COPYWRITER

Wunderman Thompson | 2015 - 2018

SENIOR COPYWRITER

FP7 Cairo | 2014-2015

SENIOR COPYWRITER

Kairo | 2012-2014

COPYWRITER

TBWA/Egypt | 2009 - 2012

PR & MEDIA EXECUTIVE

Global Consultants | 2008 - 2009

## Awards and recognitions

2019 - Lories - Certificate - Film - Shell Rimula - What matters is inside (WT)

2018 - Mena Effies - Gold - Media Innovation - Shell Rimula - What matters is inside (WT)

2017 - Dubai Lynx - Bronze - Media - Vodafone - An ode to the fans (JWT)

2015 - Dubai Lynx - Bronze - Script Writing - Mobinil - Net Heads (Fp7)

2015 - Mena Effies - Gold - Youth Campaign - Mobinil - Net Heads (Fp7)

2015 - Mena Effies - Gold - FMCG - Coca-Cola - Share a Coke (Fp7)

2014 - African Crystals - Emerald - Film - Pizza King - Egyptian Superheroes (Kairo)

2014 - African Crystals - Emerald - Film - Electrostar - Home Politics (Kairo)

2014 - Dubai Lynx - Bronze - Film - Egyptian Superheroes (Kairo)

2014 - Dubai Lynx - Silver - Radio - Pizza King - A Ballad for Real Men (Kairo)

2014 - Dubai Lynx - Silver - Scriptwriting for Radio - Pizza King - A Ballad for Real Men (Kairo)

2013 - Dubai Lynx - Bronze - Film - Edita Freska - An Arab Tribe Somewhere (Kairo)

2010 - Dubai Lynx - Silver - Print - Henkel Pattex - Sticks anything (TBWA/Egypt)