

ESSAM HAYDER |

CREATIVE DIRECTOR
COPYWRITER
FILMMAKER

PORTFOLIO



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+8 years of demonstrated work experience as a Creative Director, Film Director, Producer, Screenwriter, Content Creator, and Copywriter. With an educational background in both English literature and Screenwriting and Filmmaking. I worked with more than 50 clients and brands in several different industries, on local and international levels, and helped elevate them.

WORK EXPERIENCE

Creative Producer

V(room)). Full-time Internship - 02/2024 - 03/2024 - Paris, France

v(room))

- Conceptualizing and writing new creative ideas.
- Video format focused on clients in tech, entertainment, and education.
- Creating decks and pitching ideas for our clients.
- Identifying relevant concepts for new content formats.
- Working on mood boards to illustrate ideas.
- Bringing new and fresh ideas to clients.
- Participating in film and video shoots.
- Following production and post-production processes

Assistant Project Manager & Animator

Association Community. Full-time - 09/2023 - 01/2024 - Arques, France - ESC



- Delivered social media training for the whole organization, also did a social media review and planning and strategy for the accounts.
- Support the team in developing the "international cooperation and mobility" department.
- Support the project manager in seeking new partnerships to develop international projects.
- Propose ideas for action and contribute to the writing of grant applications.
- Design and implement awareness activities for young people (schools, neighborhoods, etc.) in terms of interculturality and mobility (enabling young people to understand and experience different cultural codes through activities, communicating the benefits of mobility and existing measures.
- Participate in events and contribute to the creation of various communication media.
- In charge of proposing ideas for the intercultural workshops for children and teenagers.
- Assist the team in implementing projects and/or actions aimed at developing the M&CI department.

Creative Director & Filmmaker

Honey Bees Films. Part-time - 10/2020 - present



- Creating Honey Bees' identity and setting the strategy.
- Supervising the workshop that writes the digital content
- Leading and directing the whole creative process.
- Directing and producing the content
- Creating content calendars, writing ideas, and executing videos and copies.
- Posting and handling social media accounts.

Achievements:

- Hired and supervised a writing workshop that wrote 12 episodes.
- Hired a full crew to produce the first season of the show.
- Hired a post-production crew and supervised the whole process.
- Edited three episodes himself.
- Produced and directed the first season of 5 episodes. The episode is 4-6 minutes. Each episode is a work of fiction that falls under the genre of comedy but with a deeper layer.
- Wrote, directed, and produced two short films, 2:30 and Fekry's Thoughts.

Director, Producer, Screenwriter

Freelance - 2014 - present

Freelance

- Essam is an award-winning film director, producer, and screenwriter, with a track record of short films, series, feature films, and documentaries. He plays with mediums such as films, content, and documentaries and is keen on experimenting with new genres to find his unique voice. He was selected to several international workshops, labs, and festivals.

Creative Director & Copywriter

Freelance - 2018 - present

Freelance

- His work as a Creative Director depends on generating different campaigns that people love.
- Essam worked with more than 50 clients and brands in Egypt, UAE, Saudi Arabia, Jordan, Germany, and France, in different sectors and industries.
- Focused on commercials, different video formats, designs, content, and setting strategies.
- Also, his work as a Copywriter revolves around crafting some neat copies that sell.
- Hands-on experience in social media copywriting, visual conception, videos, commercials.

Creative Director & Producer

Foundersmedia. Full-time - 07/2021 - 02/2023



- In charge of the creative department, planning clients' social media strategies, revising presentations, and shaping brand standards.
- Managing the creative process from concept to completion, and directing brainstorming meetings and creative sessions.
- Leading and directing the creative team in the production of all marketing collateral.
- Supervising a team of graphic and motion designers, copywriters, social media experts, photographers, videographers, video editors, and project managers in the development of messages and deliverables.
- Developing advertising campaigns, marketing, and social media strategies for more than 15 brands.
- Supervising the department's daily workflow, assigning project workload,
- Reviewing, editing, and approving art and copy developed by the team,
- Overseeing photo and video shoots, writing scripts, and storyboarding or translating ideas to the creative team.
- Leading, budgeting, and monitoring the whole production and post-production phases while shooting video campaigns and commercials.

Achievements:

- Worked on more than 15 brands, whether on their social media and marketing strategies, content creation and content calendars, production of video, photography, and all their marketing collaterals, pitching campaigns, and commercials.
- Worked on Waya Media and Waya Arabi Platforms, and introduced some new series and ideas.
- Worked on several shows such as: From the Factory to The Shelf - How Did We Get Here - Takes One to Know One - Thndr Claps with Waya - Dardasha - Candid Talk - Fuckup Nights With Waya

Creative Director

Success Academy. Full-time - 09/2019 - 03/2020



- In charge of the creative department.
- Supervising a team of graphic designers, copywriters, social media experts, photographers, and videographers.
- Managing the creative process from concept to completion, and leading and directing the creative team in producing all marketing collateral.
- Developing advertising campaigns for Success Academy and directing brainstorming meetings and creative sessions.
- Assigning project workload, and monitoring deadlines and budgets.
- Reviewing, editing, and approving art and copy developed by the team.
- Leading the whole production and post-production phases while shooting video campaigns and commercials.

Achievements:

- Reshaped the brand's identity, colors, and voice, and created the brand's story and slogan.
- Made three of the brand's best social media campaigns.
- Used new techniques in social media such as GIFs, videos, and visual concepts.
- Worked on digital and internal branding concepts, video campaigns, and on-ground events.

Content Creator

Mophx. Full-time - 06/2019 - 09/2019



- Brainstorm ideas and concepts for the visual and words with other members of the creative team.
- Writing various copy options, which may be presented to the client as a storyboard.
- Overseeing the production phase, booking, and liaising with designers, illustrators, photographers, and production companies.
- Create and distribute marketing copy to advertise our company and products.
- Edit and proofread written pieces before publication.

EDUCATION

Bachelor's Degree in Screenwriting and Film

Academy of Arts, Higher Institute of Cinema - 2017 - 2022

• Graduated with a "Very Good" GPA of 2.81. Mainly studying Cinema & Film with a variety of different related courses, with a focus on Screenwriting for different mediums.



BA in English Language and Literature

Ain Shams University, Faculty of Al-Alsun - 2011 - 2017

• Literary Graduation Project: "War and Aftermath" Grade: Very Good. • Students' Union 2012-2014: Artistic committee president. • Novels, Drama, Poetry, and Culture were the main focus of study, in addition to translation and linguistics. • Italian is a second language.



WORK WITH FILM FESTIVALS

- **41st Cairo International Film Festival 2019.**
Staff: Arab Press Coordinator.
- **40th Cairo International Film Festival 2018.**
Staff: Jury Coordinator.
- **The ElGouna Film Festival 2018.**
Inside FOHA, Venues team.
- **The ElGouna Film Festival 2017.**
Staff: Inside FOHA, Venues team.
- **Luxor African Film Festival 2017.**
Volunteer: films guest relations.

STUDENT ACTIVITIES

MEU 2016 - Model of European Union Delegate
Million Leader Project 2015 - Team Leader
React 2012 - Media and Marketing
Asmal 2012 - Arab Court of Justice Delegate
The Unheard Egypt 2012 -
photo/videographer

WORKSHOPS & TRAINING

FILMMAKING

ATELIERS DE TETOUAN - TETOUAN INDUSTRY DAYS at Tetouan Mediterranean Film Festival

04/2025 - 05/2025 - Writer/Director

Developing and pitching my feature film script 'The Fence'.

Durban FilmMart (Jumpstart) - Produire au Sud Festival des 3 Continents - French Institute SA

07/2023 - 01/2024 - Producer

• Jumpstart is an incubator program designed to introduce filmmakers to writing and packaging. Focussing on the international market, filmmakers are introduced to key techniques and tools for scriptwriting and storytelling processes. international market.

Durban FilmMart Institute (Business Lab)

In partnership with DW Akademie

10/2022 - 02/2023 - Producer

• DFMI Business Lab is a 12-week business skills development program aimed at nurturing and empowering producers with the necessary skills to engage in a global market.

PROJECTS

Leave No One Behind - Erasmus Youth Exchange

12/2023 - Greece - Participant

• Using the techniques of oppressed theatre to address the integration of refugees and enhancing their living conditions which pose significant challenges, exacerbated by unsustainable resettlement practices. Despite substantial financial support, minimal improvements in refugee living conditions have led to dissatisfaction among European nations, urging a need for effective planning.

RYMO's Training of Trainers - Erasmus Training

11/2023 - Spain - Trainer and Youth worker

• This training session is organized in the framework of the RYMO project. This action aims to inform and better prepare youth workers to accompany young people interested in living a mobility experience abroad. The focus of this event revolves around risk assessment and risk management of international mobilities, resources, and techniques to prepare and guide participants during their mobility projects.

GFF, Film Independent, US embassy

Script Development Workshop

10/2020 - Screenwriter

- A four-week intensive development workshop, in which I developed a short film script, under the supervision of Amman Abbasi, Ruth Atkinson, and Ayten Amin.

Studio Khana for Contemporary Art & Cultural Development. (5th Students' Council Program)

03/2019 - 08/2019 - Visual Artist

- A five-month research and educational program that targets Art students, provides an open space for an alternative educational system to support cultural production and artistic practices.

The Studio - Intensive Documentary Workshop

01/2019 - 02/2019 - Filmmaker

- An intensive one-month documentary filmmaking workshop. A documentary was produced under the supervision of Dr. Ali Shawki, still in post-production. "Fekry's Thoughts".

Gabes Film Festival, Tunisia

Script Development Workshop

04/2018 - Screenwriter

- I developed a short film script, under the supervision of Dr. Walid Saif Eldin. "About Laila".

Luxor African Film Festival

Khaled Alhagar's workshop

03/2018 - Filmmaker

- A short video was produced, under the supervision of the renowned Egyptian filmmaker Khaled Alhagar. post-production.

Luxor African Film Festival

Haile Gerima's Filmmaking Workshop

2016 - Filmmaker

- An intensive filmmaking workshop, by the worldly renowned filmmaker Haile Griema and four other instructors. "Red Point" produced.

Jesuit Cinema School - Preparatory Workshop

2015 - Filmmaking students

- Intensive filmmaking workshop. On screenwriting, directing, producing, editing, and cinematography

AUC - Documentary Filmmaking Workshop

2015 - Filmmaking student

- Weekly sessions for two months, hands-on camera short documentary was produced.

British Council & NESTA - The Creative Enterprise

03/2019 - Entrepreneur

- A three-day intensive workshop developed by Nesta in partnership with the British Council, designed specifically for creative and social start-up entrepreneurs, aims to give support to explore business ideas and to create a business model that suits our hopes and motivations.

MQR and Fantasiam - THE CREATOR Program

06/2018 - 10/2018 - Creator

- A four-month internship that aims to teach artists to enter the market. (Business Model Canvas, what are Startups, Prototyping and Customer Relations, Marketing, and Branding, how to be a Freelancer, Social Media Moderation, Pricing, Finance, Creativity, and Content).

Aljumhureya Althanya News Network

2013 - Intern

- An internship in writing and journalism. I used to publish weekly articles on their website.

Media Center of Ain Shams University

2011 - Media & journalism student

- After I graduated from the Media and journalism camp, I volunteered to work in the center as a content writer, and content creator.

SKILLS

- Acting - Presenting - Photography - Cameras - Photo retouching Videography - Video Editing - Mobile - Reel Content Creation
- Adobe Creative Suite - Microsoft Office - Google Workspace - Apple Mac and Keynote
- Social Media - Marketing - Training - Teaching - Presentation Skills
- Leadership - Teamwork - Creativity Organization - Project Management Skills

LANGUAGES

Arabic: Mother tongue

English: C1

French: B1

Italian: A2 reading - A1 all three skills

German: A1