

2025

ESSAM HAYDER'S

CREATIVE DIRECTOR - FILMMAKER - AND MORE

PORTFOLIO

Hello!

THIS IS ESSAM HAYDER

This is to help you to get to know me better, dive a little bit deeper into my work, and see some of the projects I have done.

To know me better, I am different, liberated, a reader and explorer, constantly seeking education and knowledge, a global person who was not meant to live in one place, and a human being with some decent skills.

With +8 years of demonstrated work experience as a Creative Director, Copywriter, Film Director, Producer, and Screenwriter. With an educational background in: English Language and Literature, Screenwriting, and Filmmaking. With three languages and two halves.



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BIOGRAPHY



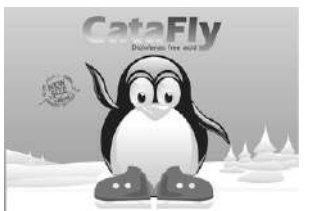
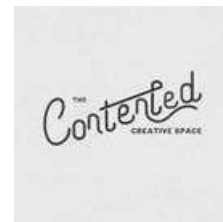
Essam Hayder is a director, screenwriter, and producer based in Egypt and a filmmaker with hands-on experience in every aspect of the industry. He is a DFM Alumnus with a bachelor's degree in Screenwriting from the High Cinema Institute and a BA in English Language and Literature. He participated in several international markets, labs, and workshops, including ATELIERS DE TETOUAN, Tetouan Industry Days, DFM Business Lab, DFM, PAS Jumpstart, Film Independant, GFF, Gabes Cinema Fan Development workshops, Luxor African Film Festival, and Haile Greima's Filmmaking workshop. His earlier shorts participated in many film festivals.

For the past six years, he has worked as a creative director and producer with several agencies and helped more than 50 brands and businesses on local, regional, and international levels, overseeing various aspects of production, and ensuring successful outcomes, by producing and directing commercials, content, and hours of documentary or working on their social media and marketing strategies and content.

In 2020, Essam founded **Honey Bees Films**, and under the label he wrote, directed, and produced 2:30, which participated in many international film festivals, Stings, a short digital series of five episodes, Ferkry's Thoughts, a documentary in distribution, and Amina's Song, which won the TATNEFT award in the Film7Days competition and now in distribution.

He is developing The Fence, his first feature as a director, which is selected to ATELIERS DE TETOUAN, and A Lady Called Sayeda, his first feature as a producer, which was selected to DFMI and PAS Jumpstart, and is working on his latest short film, Seven and a Half. Essam is keen on experimenting and playing with genres to tackle topics of importance to him, such as street stories, unheard stories, immigrants, displacement, freedoms, minorities, societal issues, politics, and Middle Eastern matters. He works diligently to produce projects that reflect these themes and contribute to **making a change**.

I HAVE WORKED WITH



I HAVE

- Worked with more than 50 clients and brands, either freelancing or having full-time jobs both in agencies and client-side.
- Led teams, crafted content, wrote scripts, generated campaigns, and directed and produced films, commercials, and documentaries for different industries.
- Have a keen eye for design and art direction, and hands-on experience in analysis, research, planning, and strategy.
- Made several films that won international awards and screened in all the continents.

I OFFER

- Creative direction, content creation, crafting content, generating campaigns, and writing scripts and copies.
- Creating social media and content strategies, content calendars, and marketing plans.
- Directing, producing, and writing films, documentaries, series, commercials, promotional, corporate videos, music videos, and all types of content.



A man is lying in bed in a dark room, watching a television. The TV screen shows a close-up of a hand holding a lit cigar. To the left of the bed is a large bookshelf filled with books. In the background, a window with white shutters is partially open, letting in some light. A small table next to the bed holds a water bottle and other items. The overall atmosphere is quiet and intimate.

DISCLAIMER

All the photographs and artworks used in this presentation are done by
YOURS TRULY.

A photograph of a serene landscape viewed through a dense forest. The foreground is a dark, shadowed path covered in fallen leaves. The middle ground shows a bright, sunlit field of yellow wildflowers leading to a calm body of water. The background is a forest with trees displaying autumn foliage in shades of orange, red, and yellow. The sky is visible through the canopy, appearing bright and slightly hazy. The overall mood is peaceful and inviting, suggesting a journey into nature.

I'M TAKING YOU ON A JOURNEY

SO, BUCKLE UP,

A person's silhouette is visible in the lower-left foreground, looking out over a calm body of water. The water reflects the vibrant autumn foliage of the trees lining the opposite shore. The trees display a mix of orange, red, and brown leaves. The overall scene is peaceful and scenic.

AND ENJOY THE VIEW!



THE TRAIN HAS LEFT **THE STATION.**

WORK EXPERIENCE



- 01.** **Creative Producer**
V(room)). Full-time Internship 02/2024 - 03/2024 - Paris, France
- 02.** **Assistant Project Manager & Animator**
Association Community. Full-time
09/2023 - 01/2024 - Arques, France - ESC
- 03.** **Founder, Creative Director, and Filmmaker**
Honey Bees Films. Part-time
10/2020 - present
- 04.** **Creative Director & Producer**
Foundersmedia. Full-time
07/2021 - 02/2023
- 05.** **Creative Director**
Success Academy. Full-time
09/2019 - 03/2020
- 06.** **Content Creator**
Mophx. Full-time
06/2019 - 09/2019
- 07.** **Director, Producer, Screenwriter**
Freelance - 2014 - present
- 08.** **Creative Director & Copywriter**
Freelance - 2018 - present

SKILLS



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

SECTIONS



01. FOUNDERSMEDIA
As a Creative Director and Producer
Full-time - Page 14



02. SEVERAL CLIENTS
As a Creative Director and Copywriter
Freelance - Page 21



03. HONEY BEES FILMS
As a Creative Director, Film Director, and Producer
Project-based - Page 29

04. FILMMAKING
As a Film Director, Producer, and Screenwriter
Independently - Page 37

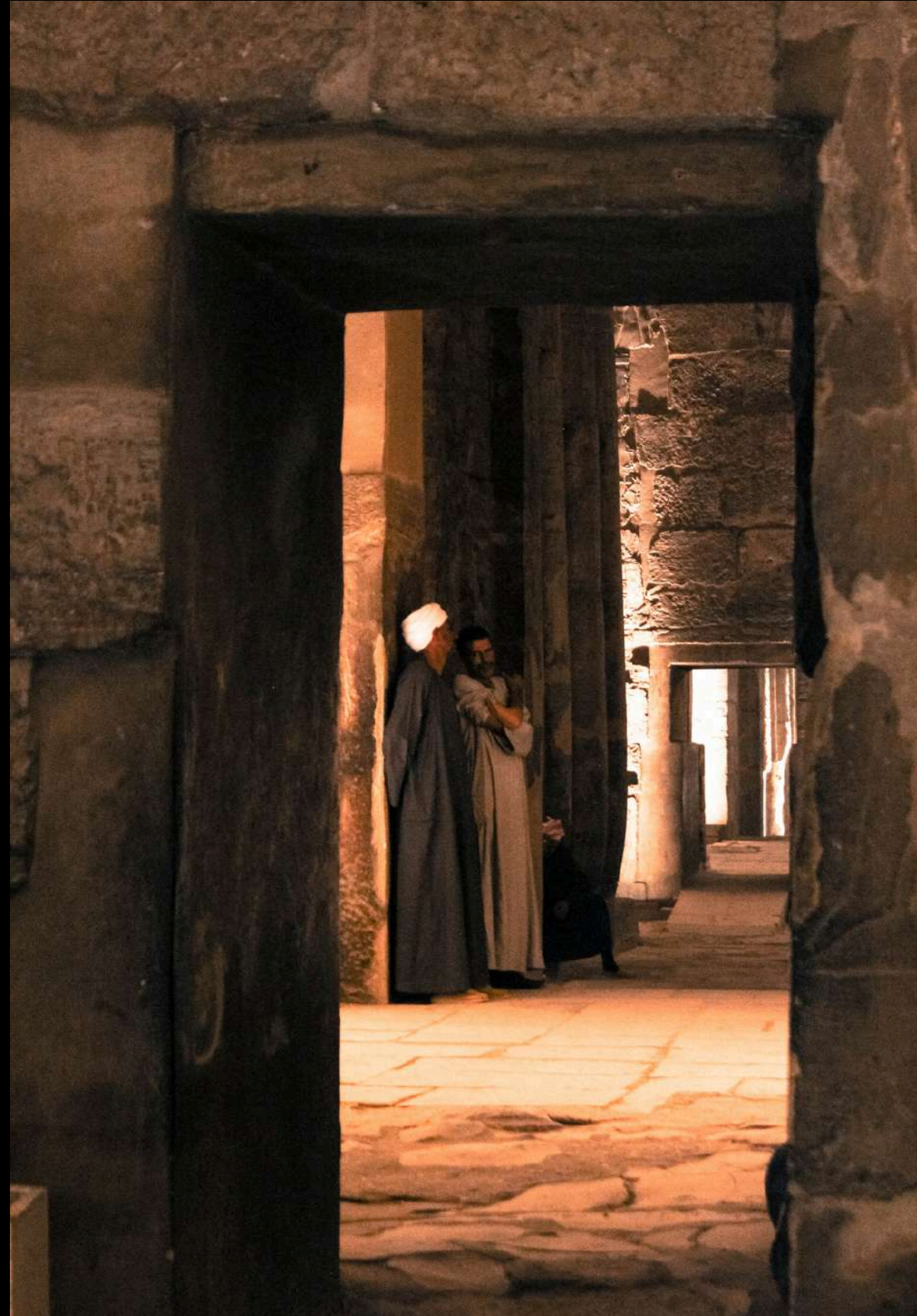
05. CONTENT CREATION
As a photographer and Content Creator
Self-employed - Page 48

FOUNDERSMEDIA

As a Creative Director and Producer

Full-time

07/2021 - 01-2023



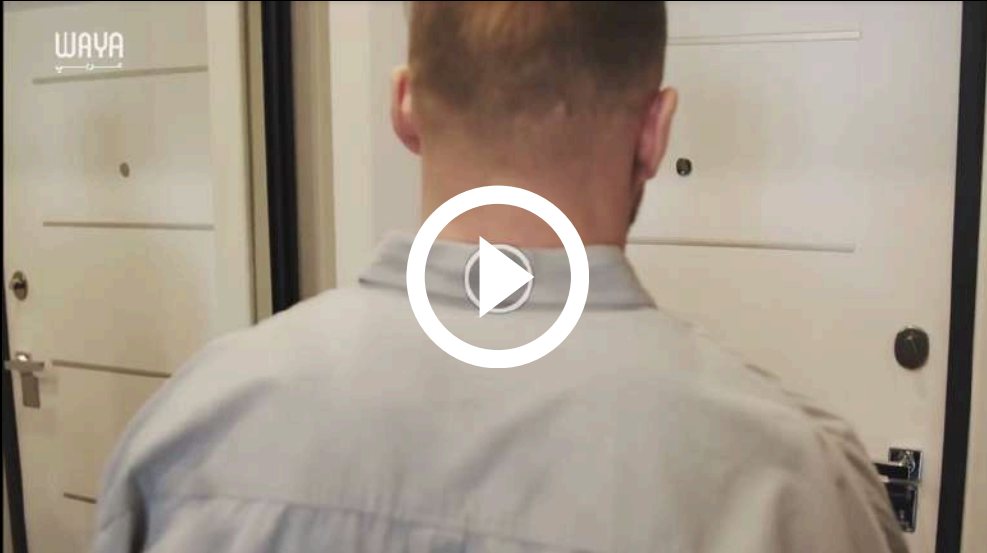
Waya, SBX, Jozoor, and Savills

Work in creative direction, production, and scriptwriting in animated series, production, and directing for multiple clients.

How Did We Get Here

Waya - Full Episode

Creative director, scriptwriter, VO, and producer



Bitcoin Explained

SBX - Full Episode

Creative director and producer



Brand story

Jozoor - Full video

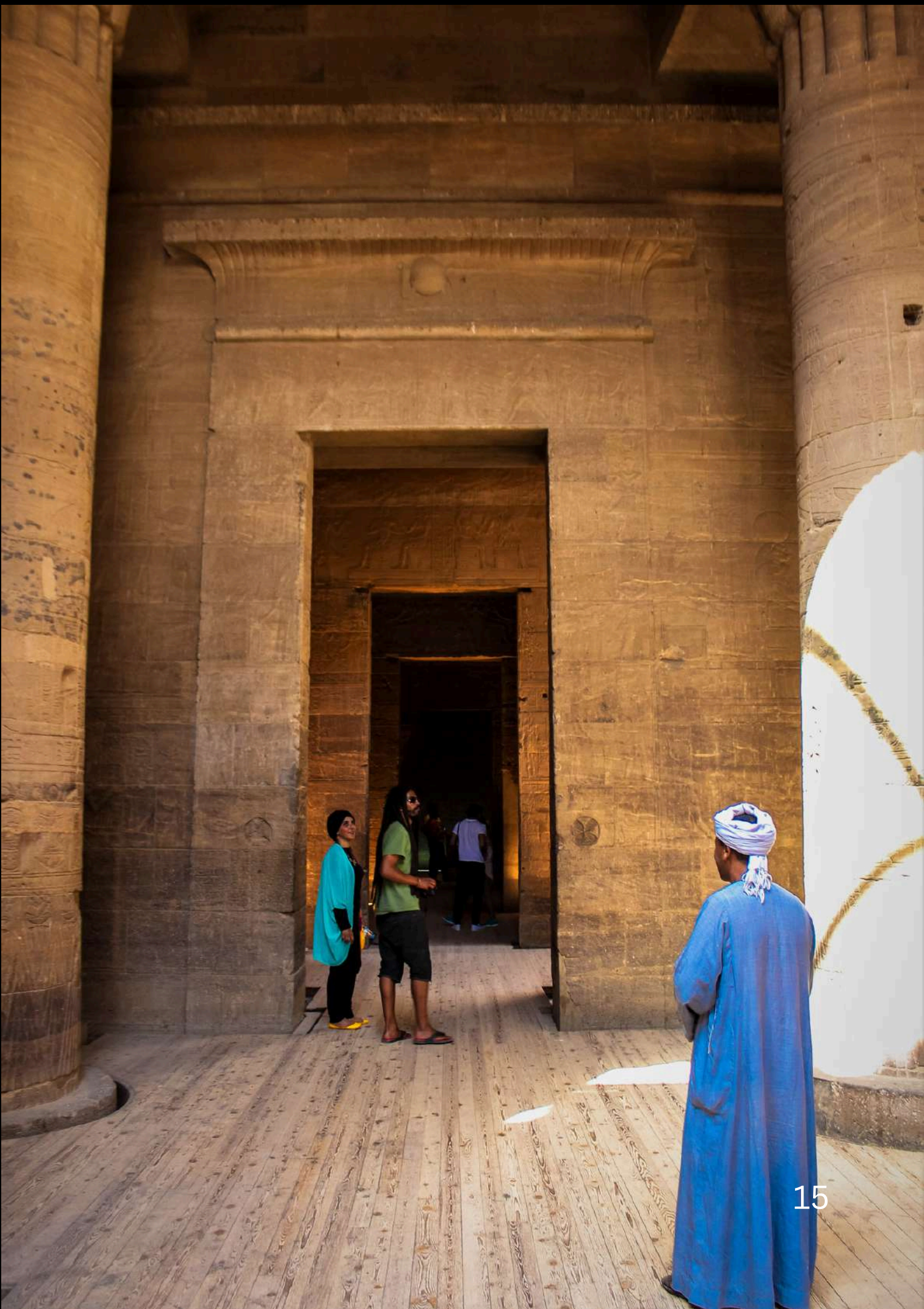
Director and Producer



Northcoast Report

Savills - Full Episode

Director and Producer





Sawiris Foundation, Abela

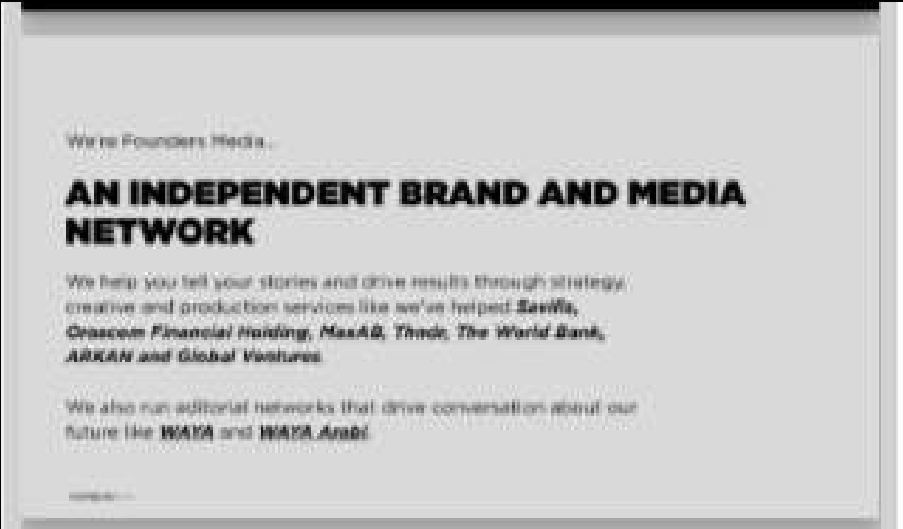
Work in creative direction, social media strategies, proposals, ideation, and scriptwriting.

SFSD

campaign, ambassador program, strategy & video commercial

Abela

Branding, social media strategy & proposal

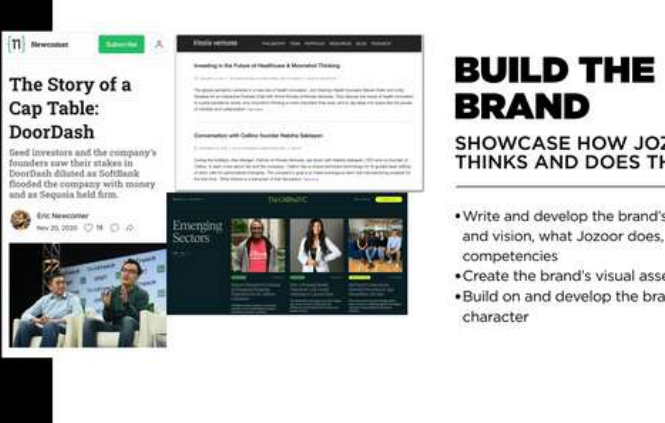


Pyramids Cafe, Hero Honey, Jozoor, IFC, and Waya.

work in creative direction, social media strategies, proposals, ideation, and scriptwriting.

Jozoor

Social media strategy



Pyramids cafe

naming, social media strategy & proposal



Hero Honey

Choose The Right Honey
Campaign Ideas and scripts



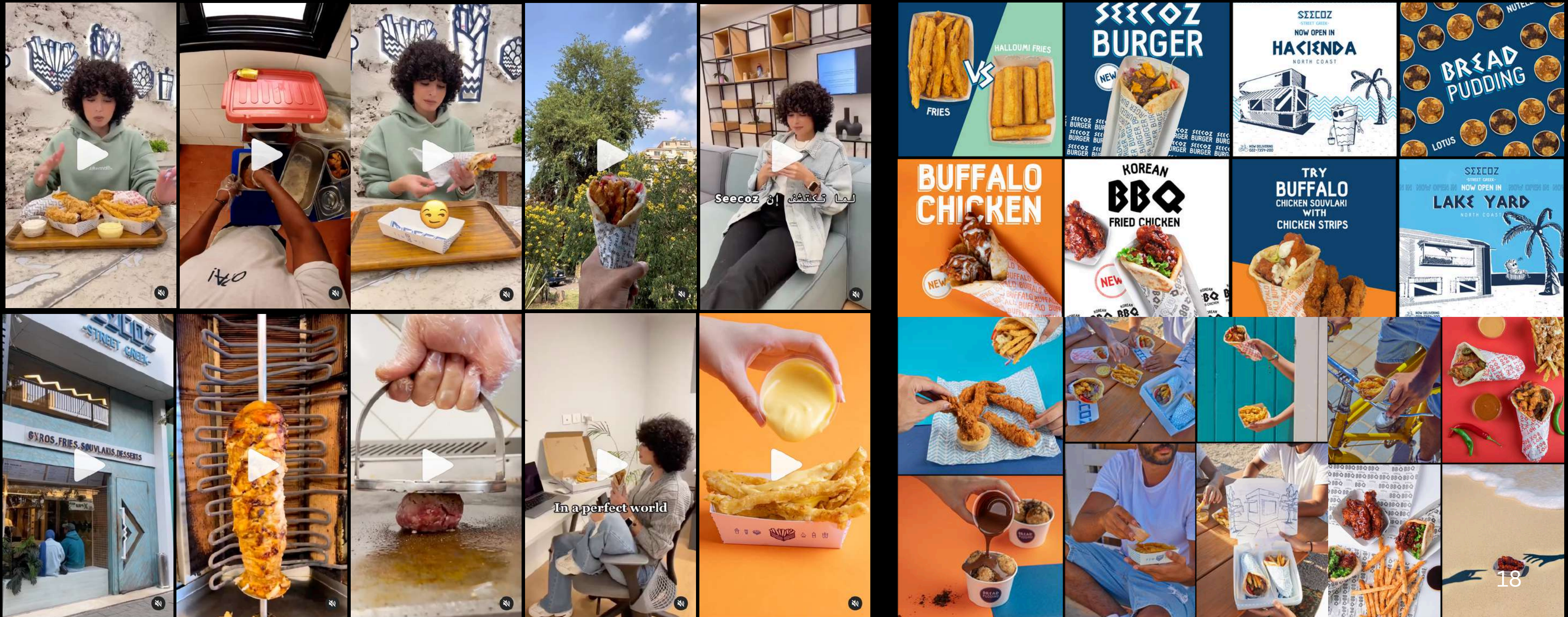
IFC

Invest In Power
Campaign Idea and scripts



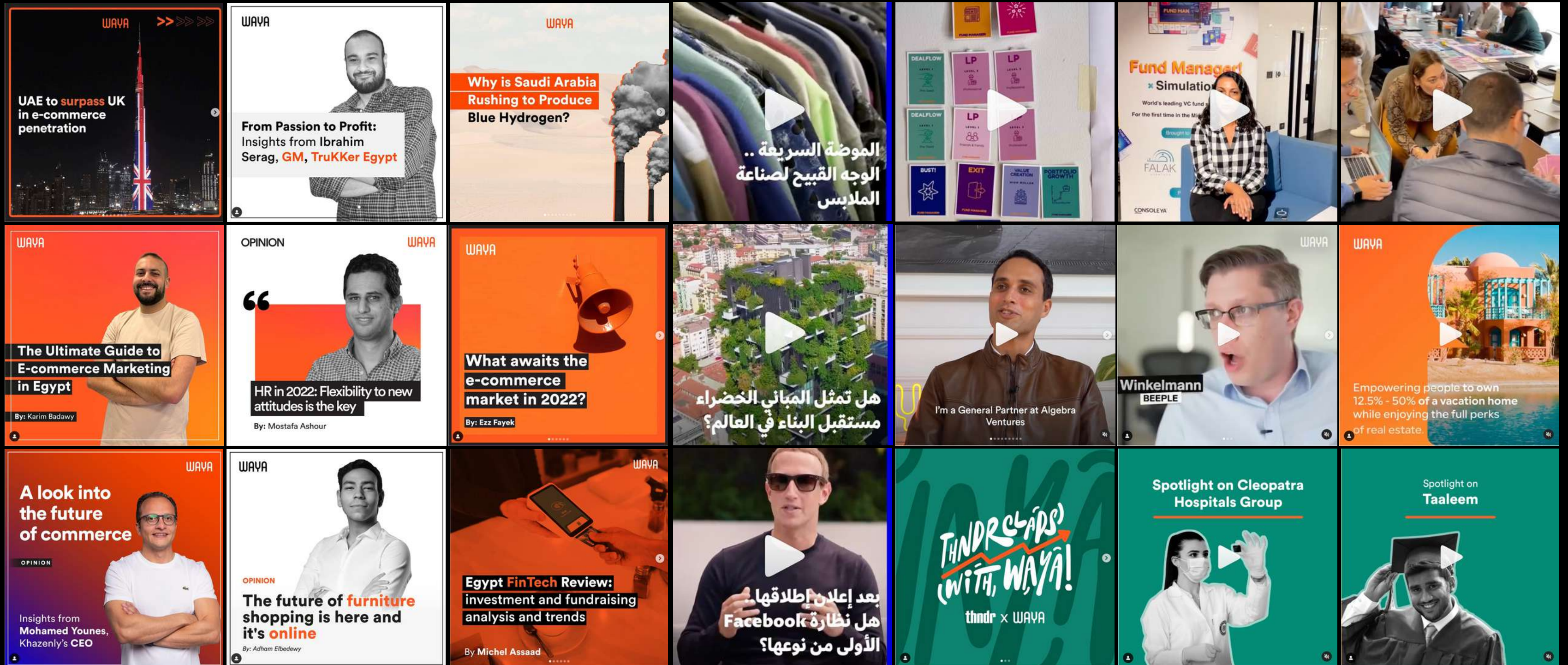
Seecozy

Work in creative direction, content creation & production from reels, TikToks, studio photography, lifestyle photography, to animation.

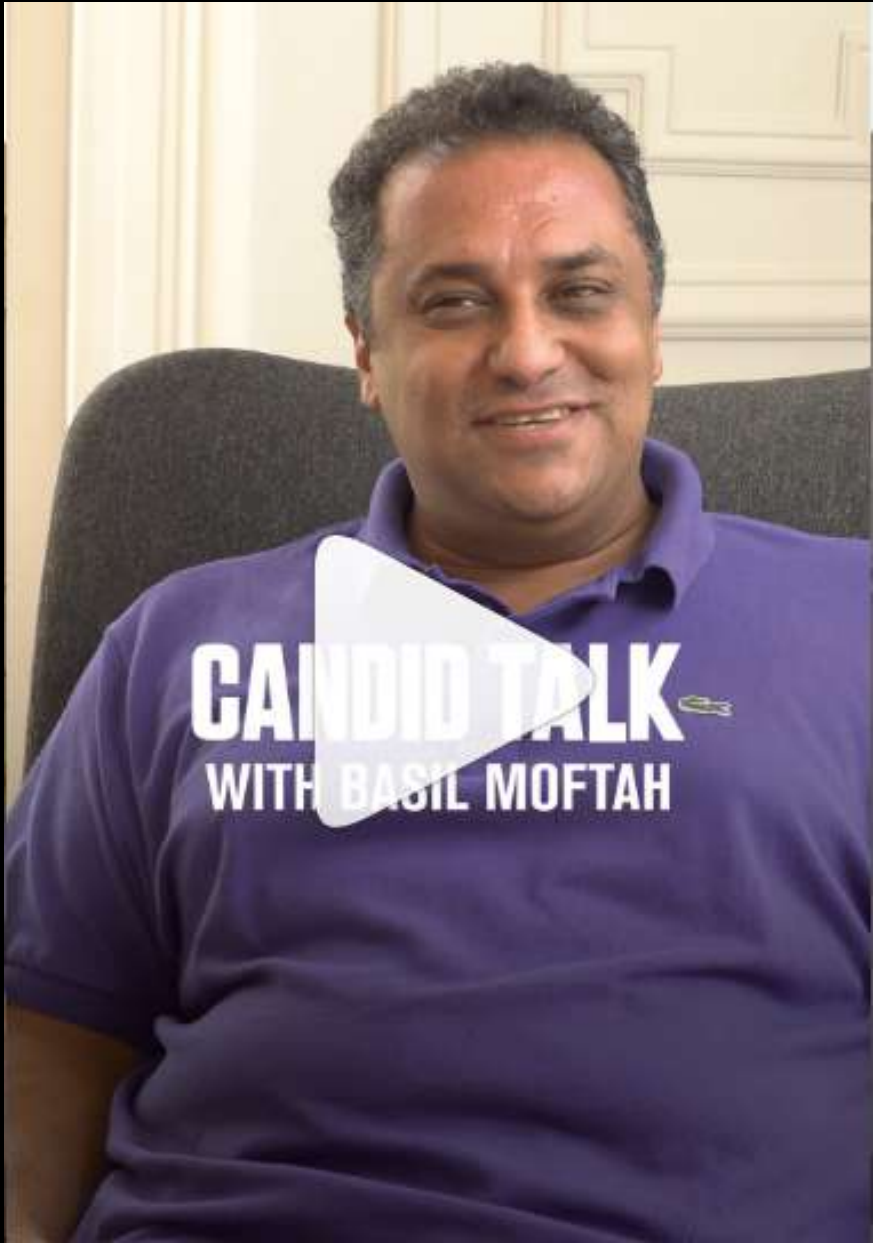


Waya Media and Waya Arabi

Creative direction & producing for other series and collaborations with clients like **Stlr**, **GV**, **Thndr**, **Falak**, **Seqoon**, and more.



Series conception, creative direction, and poducing.



SEVERAL CLIENTS

As a Creative Director and Copywriter

Freelance

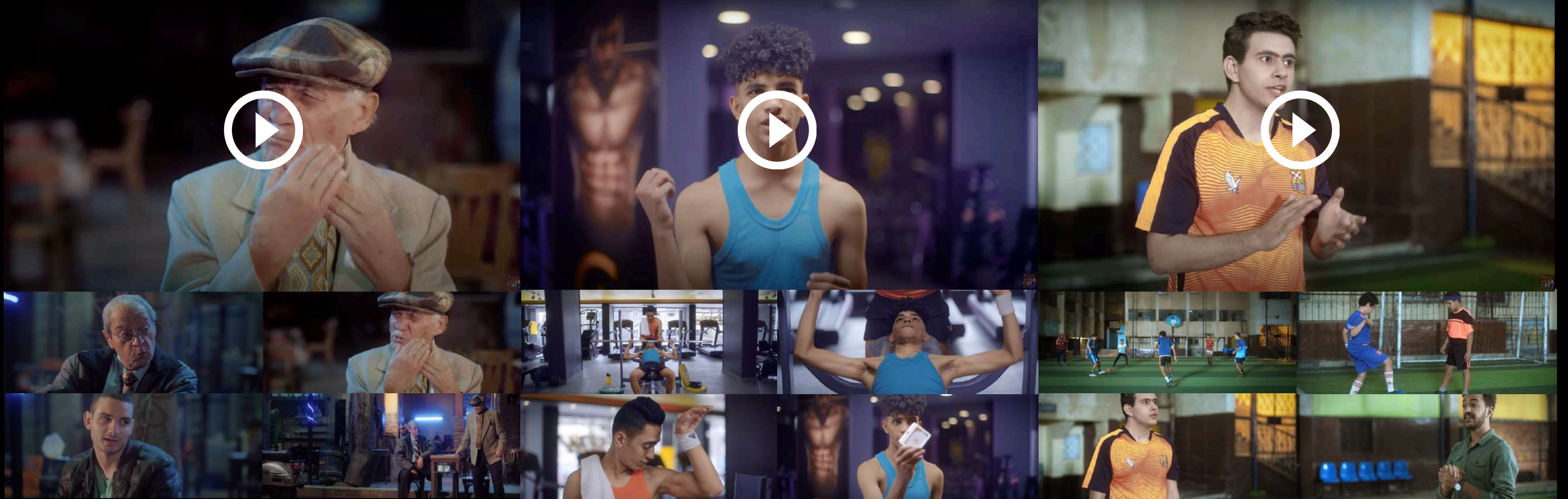
2018 - till now

Essam Hayder's work in creative direction, ideation, campaign generating, copywriting, scriptwriting, and jingle writing for different clients.



Success Academy.

Friends in the New Year campaign, creative directed, written, directed, and produced by Essam Hayder.





Freelance with MNJM SAUDI

Work in creative direction, ideation, copywriting, scriptwriting, and campaign generation.



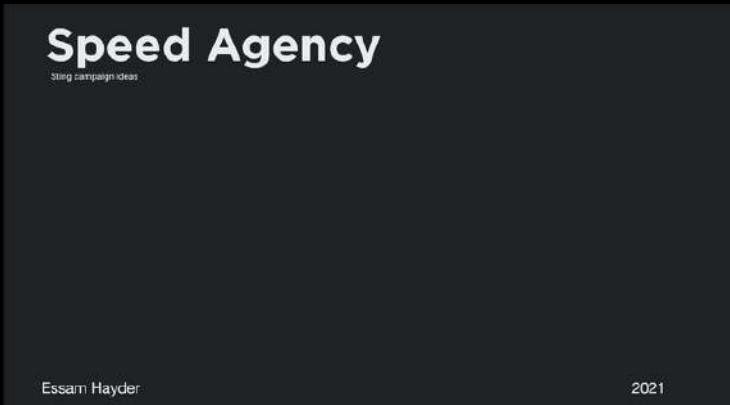
Saudi National Day, CD 1



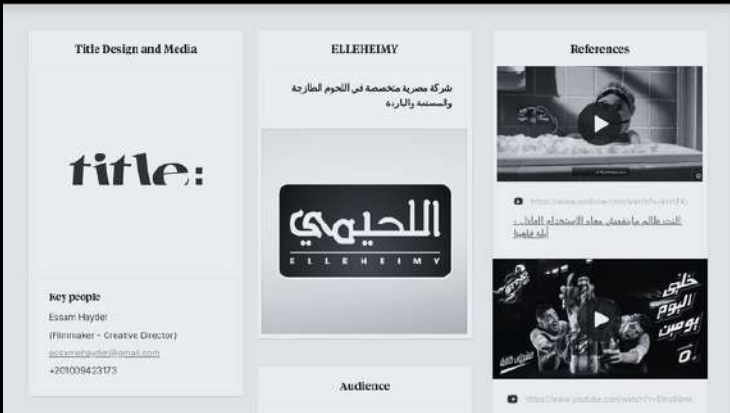
Saudi National Day, CD 2

Freelance

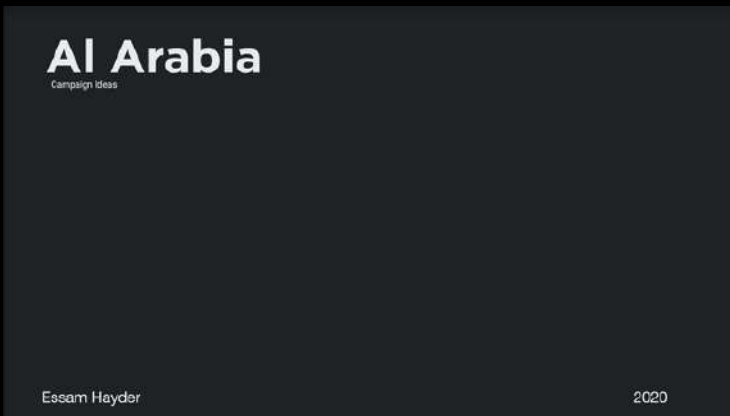
Work in creative direction, and jingles



Sting campaign ideas



Jingle - Al Lehemmy.



Gehazy campaign ideas and jingle





Freelance

Work in creative direction, ideation,
copywriting, scriptwriting, and campaign generation.



Samusocial campaign



Heartburn video scripts



Catafly campaign and slogan

Freelance

Work in creative direction, ideation, copywriting, scriptwriting, and campaign generation.

CuturAll - UAE <> Al Sayegh Media



Copywriting - Al Sayegh Media



Biscoat social media strategy.



Biscoat commercial





Freelance

Work in content creation, copywriting, scriptwriting, and research.

Al Tibbi website copywriting - Anchovy

Altibbi - الطيبي

رؤيتنا:

نسعى جاهدين لأن نكون منظمة طبية شاملة تقدم لكم حلول صحية متكاملة. بدءاً من تقديم الاستشارة الطبية المتعددة والموثوقة، والمحتوى الطبي، والإجابة على كافة الأسئلة الطبية، وتبسيط تقديم الخدمات الصحية لمن يعانون من الأمراض المزمنة أو يسعون لنسب حياة صحي، وكذلك تنوع لتلبية احتياجات توصيل الأدوية وكافة المستلزمات التي قد يحتاجها المريض، وإرشاده لأفضل الاختبارات الطبية، ولا يتوقف طموحنا هنا، بل نسعى لبناء شركات مع شركات التأمين الصحي والمؤسسات التي تقدم الخدمات الصحية وتزعين بالتطور التكنولوجي، بهدف واحد وهو "خدمة طبية أفضل للجميع".

نحن نجعل صحتكم مهمتنا وأولى اهتماماتنا، لذلك نركز كل جهودنا لتقديم خدمة طبية مميزة ومناسبة لاحتياجات الجميع. رؤيتنا تتمثل في أن نكمل ما بدأنا لتغير شكل الرعاية الطبية باليمن العربي، والتوسع لأسواق أخرى. لننتج حق المعرفة والتوعية والاستشارة الطبية للجميع. ويرغم كل التحديات نحن هنا من أجل تقديم يد العون لكم، وسنحكي

Ondustrail video script

| Video | V.O | Audio |
|---|---|-------|
| <p>Character A with a shirt, tie, and hanged card with the logo of Ondustrial on it appears and waves.</p> <p>Character B appears on screen, wears a black tie.</p> <p>An industrial unit appears in the background</p> <p>Then, Life inside factories with workers and machines.</p> <p>Three or more unites with titles as in audio appear.</p> <p>A machine runs smoothly. Then breaks down.</p> <p>1-One machine has parts that are affected by rust. The parts work then stop.</p> <p>2-One of the machines is burning.</p> <p>A warehouse with loads of spare parts.</p> <p>Money counter with raising figures.</p> | <p>Hello, today I am going to tell you a story.</p> <p>Please welcome Sammy.</p> <p>He runs an industrial unit.</p> <p>Everything runs smoothly, except for, you know, in any industrial unit like factories, oil and gas companies, power generation plants, water treatment plants, there is always a breakdown in production lines.</p> <p>Ether this breakdown is periodic due to limited lifetime of the spare part or is accidental due to many causes.</p> <p>No one keeps backup spares for every single part, because it is simply considered keeping a backup of a whole machine, and this will</p> | |

Blog post - Wuzzuf

Five Life Hacks Fresh Graduates Must Have to Get a Job

Blog post - Profiler

Germany's recruitment process explained in FOUR STEPS




Many people are moving to other countries nowadays. One of the countries that have been in focus recently is Germany. Anyone with a plan for traveling or moving to another country should arrange their priorities. One major priority is finding a job, this requires a certain process and it goes as follows, one submits their application and waits for confirmation. If your application is accepted, you go through the recruitment process. The process itself might vary from one company to another. However, we have gathered the major four steps that might be common within all the companies, even though the four steps might take a while, it is s worth the wait.

Copywriting - Vodafone

Vodafone Business & Goodwood

Off-Road Driving Experience

Skip office, travel through time, enjoy the glamor of 60s and drive the magnificent Land Rover with Off-Road Driving Experience



Vodafone is inviting you to the Off-Road Driving Experience event, where traveling through time is achievable. You have the chance now to drive the famous classic Land Rover from the 1960s and to experience what time can do to a car. Vodafone is introducing you to an adventure through the off-road tracks at Goodwood Motor Circuit with their fleet of

University projects in
Research.

Research and scriptwriting



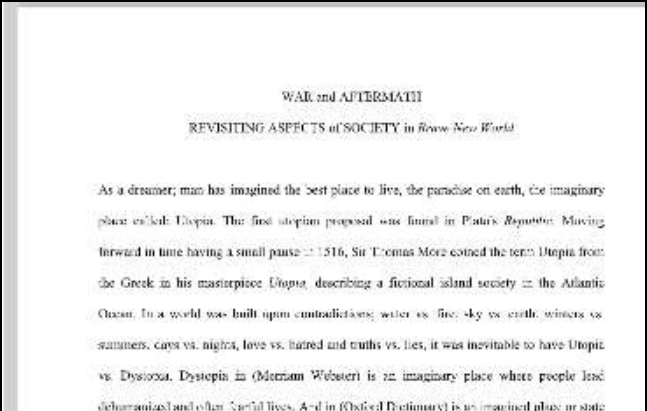
Research and scriptwriting



Research and scriptwriting



Academic Research



HONEY BEES FILMS

As a Creative Director, Film Director, Producer, and
Screenwriter.

Project-based 2020 - till now





HONEY BEES FILMS - STINGS



STINGS - 2022

Stings 2022 is a one-season five-episode series set in Egypt and tackles social issues in a light sarcastic way, with different actors, locations, and incidents.

The series was created, directed, produced, and creative-directed by Essam Hayder, who also edited three episodes.

You can watch the episodes by clicking the links.



HONEY BEES FILMS - STINGS

HABEBIII

The boyfriend discovers a magic tool that will help him get away with his answers to his girlfriend until it doesn't work anymore.



HONEY BEES FILMS - STINGS

EL BARDEYA

Trying to call a genie to help them overcome their misfortunes, and when it goes as planned, fate has something else to say.



HONEY BEES FILMS - STINGS

END CALL

While struggling to achieve the target, his manager makes fun of him, so he reacts and does what he never thought he could.



HONEY BEES FILMS - STINGS

SHA'LABAZAT

Encoutring the doorman while on a trip back to get married, over some hash, the doorman gets in his head with his philosophy.



HONEY BEES FILMS - STINGS

EL MONAZAMA

\Set in a private club, an ungifted salesman is trying to do his job, but is fascinated by the club, and is deciding whether to join or no.

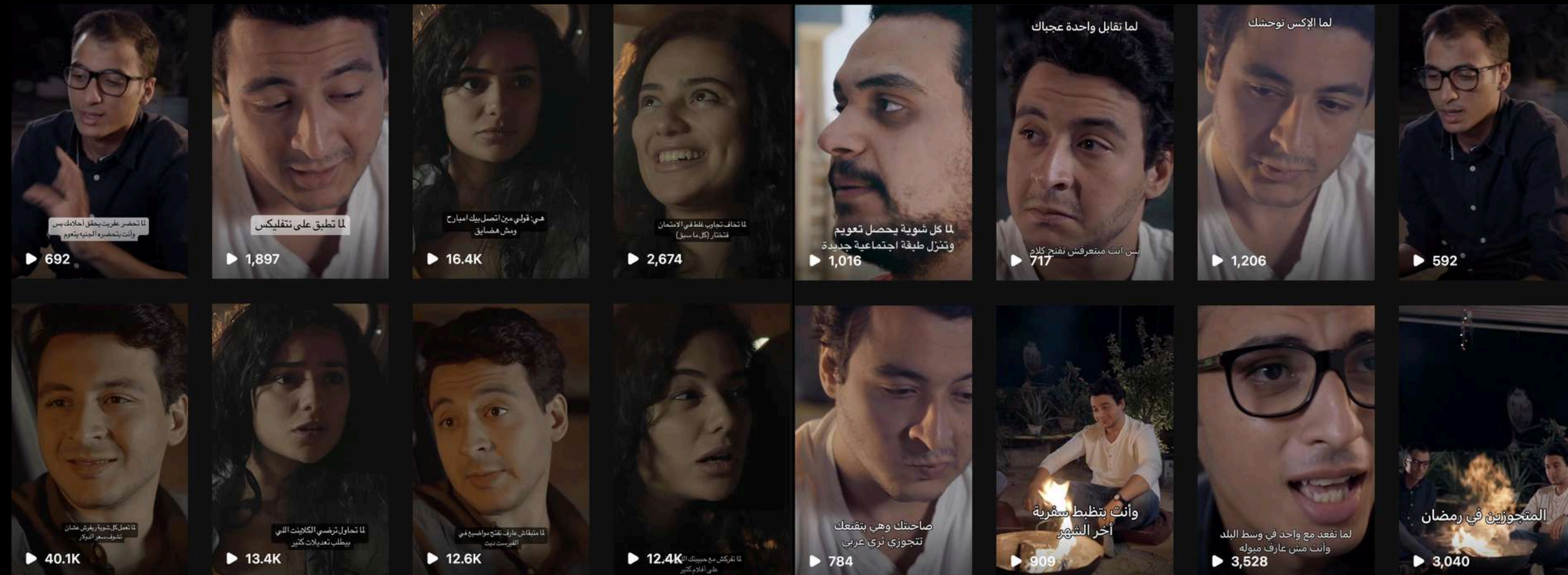


HONEY BEES FILMS - STINGS

Essam also worked on creating a social media content calendar of reels and meems.

Stings - End Call

From storyboard to set



FILMMAKING

As a Film Director, Producer, and Screenwriter.

Independently +

Honey Bees Films

2014 - till now



HONEY BEES FILMS

The Fence

120 minutes

Feature film in development

After being deceived into signing a binding contract with a company that forces him to work or go to prison, Sultan, a cynical, lonely young man, is sent to a deserted resort to protect a pointless fence from theft. In the process, he encounters challenges, enemies, love, and friends, and he gradually changes. After exposing corruption, he must choose between keeping his head down or rebelling against the company.

Written, directed, and co-produced by Essam Hayder.

Producer: Thom Palmen

Production Company: Honey Bees Films

Co-production: Full Glass Media

The film was selected to:

- The Film Independent Pitching Workshop, in partnership with the U.S. Embassy and the Cairo International Film Festival 45, Cairo Industry Days. 11/2024
- ATELIERS DE TETOUAN at the Tetouan Mediterranean Film Festival, under the script development category of the pitching platforms and Tetouan Film Days. 04/2025



HONEY BEES FILMS

A Lady Called Sayeda

90 minutes

Feature film in development

Sayeda is a mother of four girls and pregnant for the fifth time, finally, with a boy - precisely what her husband Musaad was waiting for since the day they got married. While in quarantine during the Covid night curfew, amniotic fluids suddenly break out of her uterus, signaling a premature delivery. Alone, she attempts to reach someone willing to help her get to her village's health center. However, fear of the virus leads people to believe she will transmit the virus and ultimately infect them. A friend recommends a trusted midwife without telling her that Sayeda is infected. The midwife examines Sayeda and tells her that she must give birth at the central hospital in the city, considering the baby is in danger. Sayeda tries to reach the hospital as fast as possible to save her baby but is faced with many unprecedented circumstances.

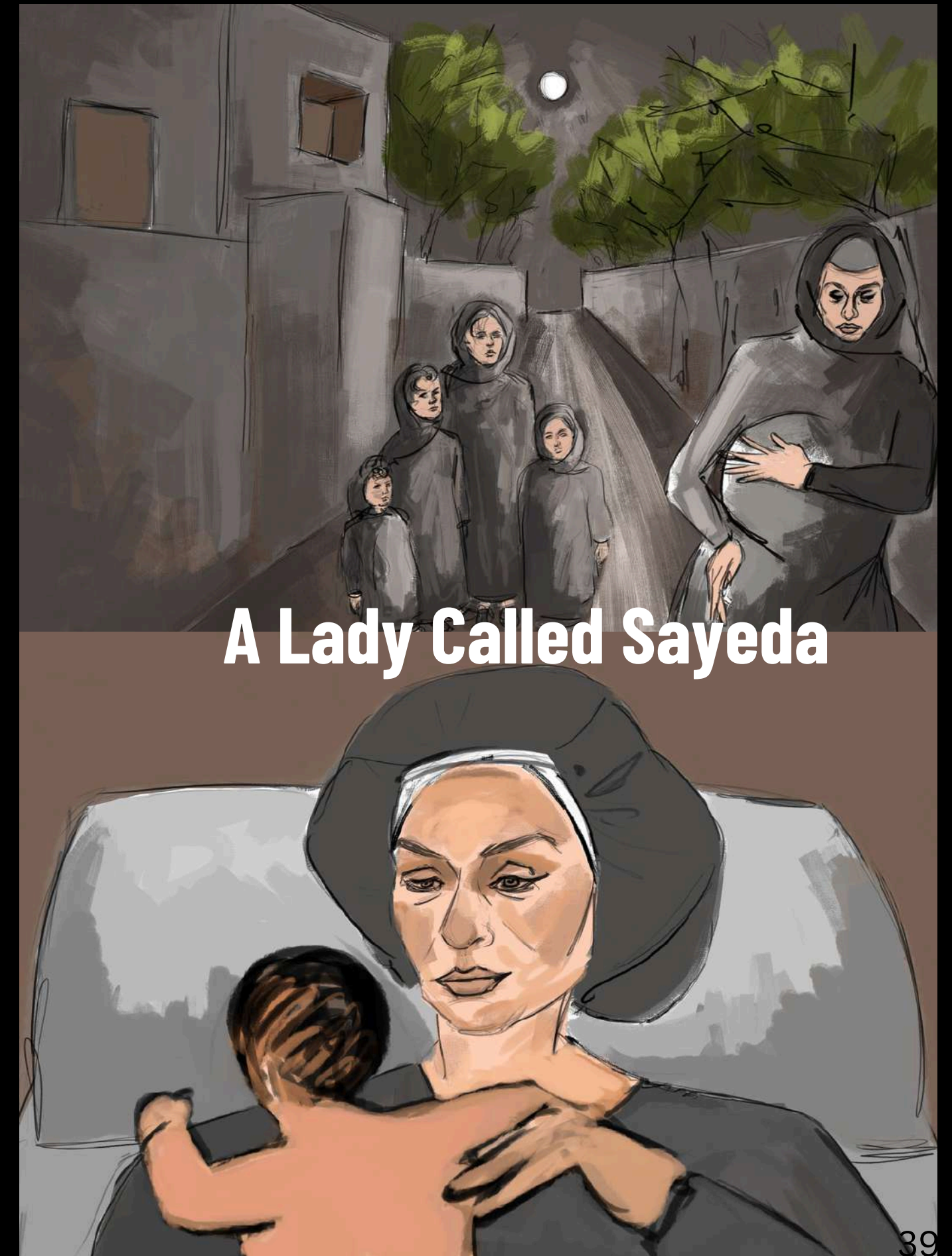
Written and directed by Anas Salaheldin.

Producer: Essam Hayder

Production Company: Honey Bees Films

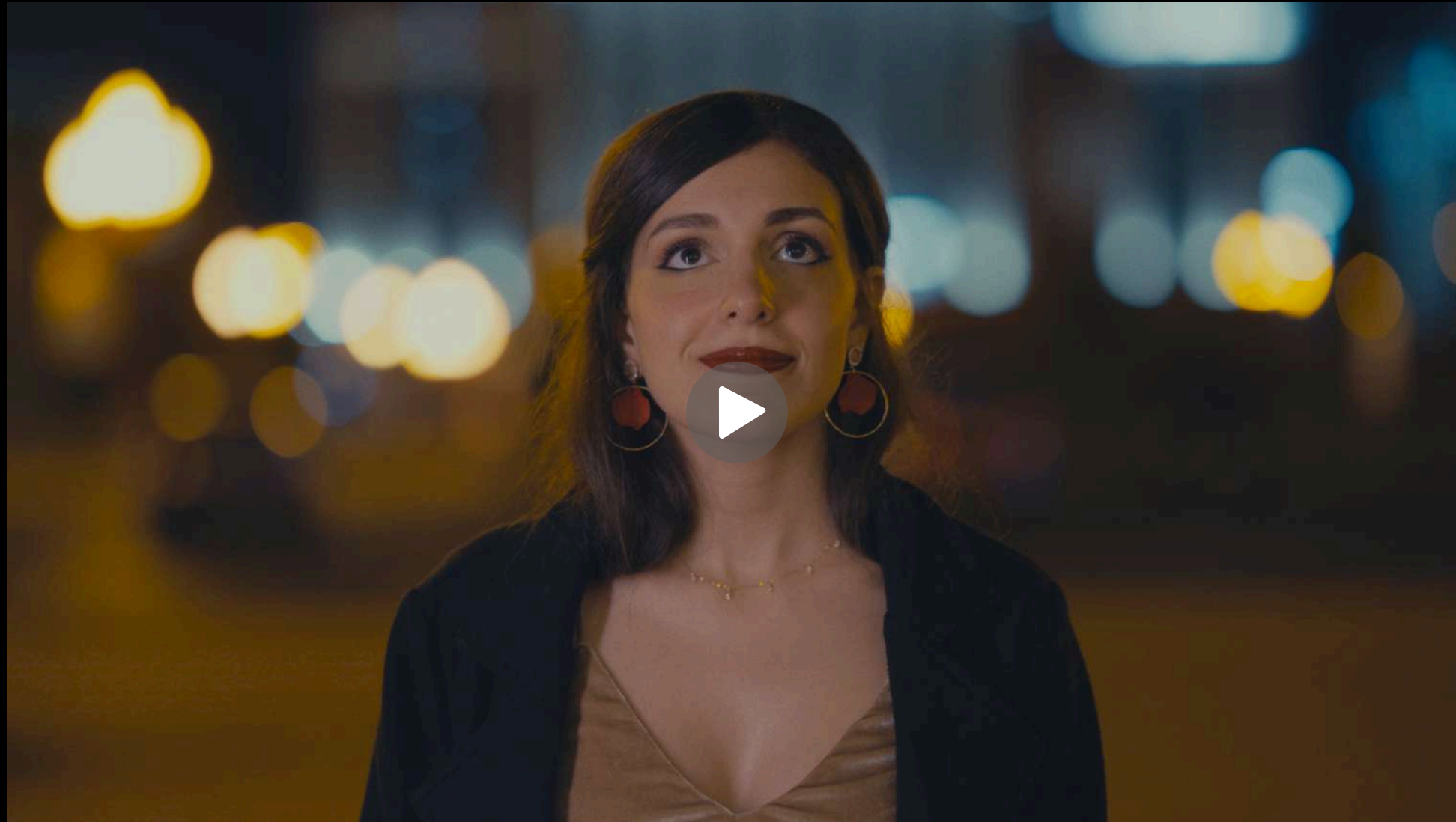
The film was selected to:

- The project was selected in the Co-Production Market of GAIFF PRO Golden Apricot Yerevan International Film Festival 2022 "Development Phase",
- The project is selected at DFM PAS Jumpstart 2023.



HONEY BEES FILMS

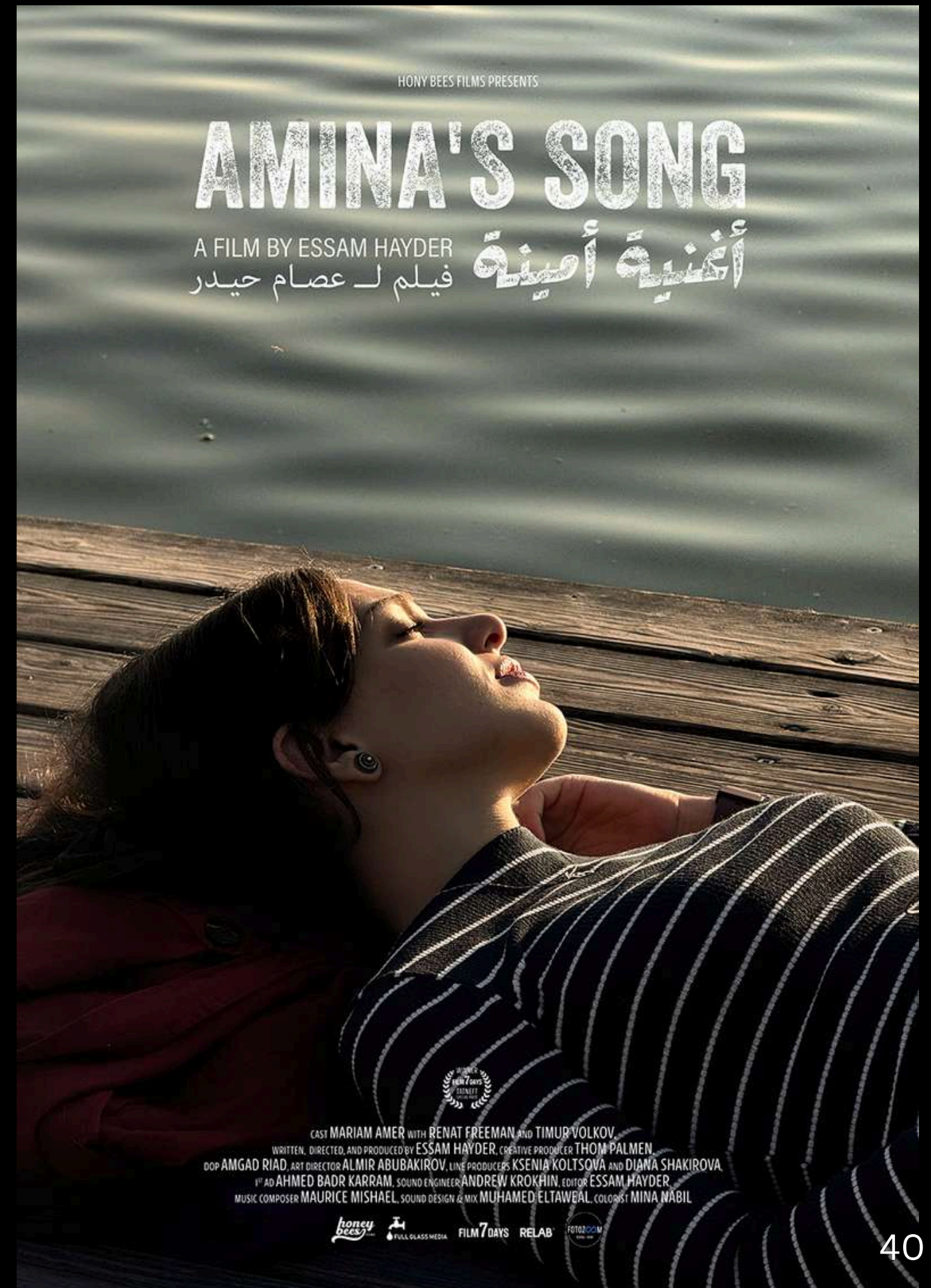
Amina's Song - 2025



While we follow the daily struggle of a young Egyptian student in Kazan, Amina risks everything for a chance to fulfill her dream of becoming a singer, which triggers some changes in her life.

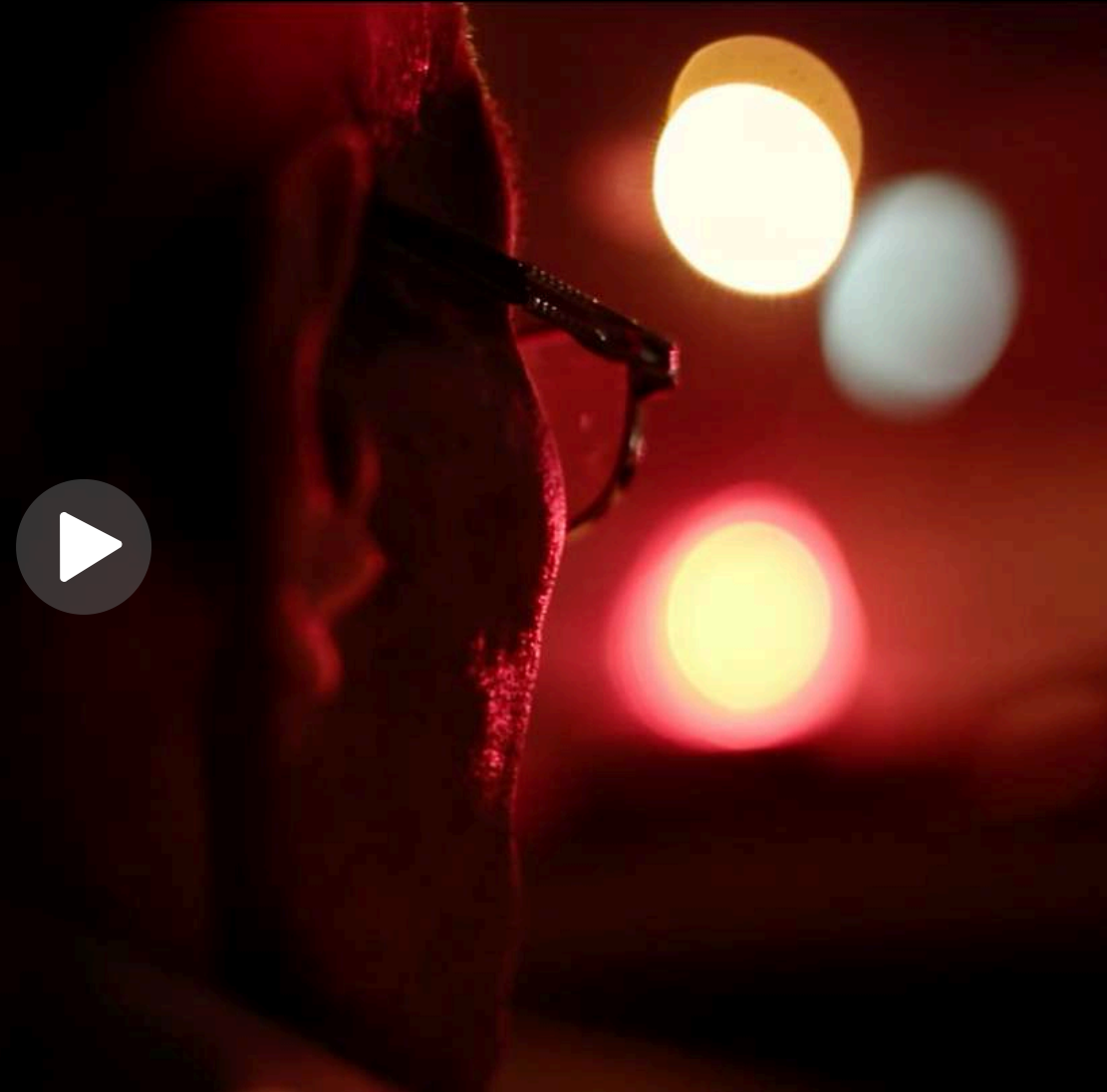
Written, directed, edited, and produced by Essam Hayder

Winner of TATNEFT special prize in Film7Days, Russia.



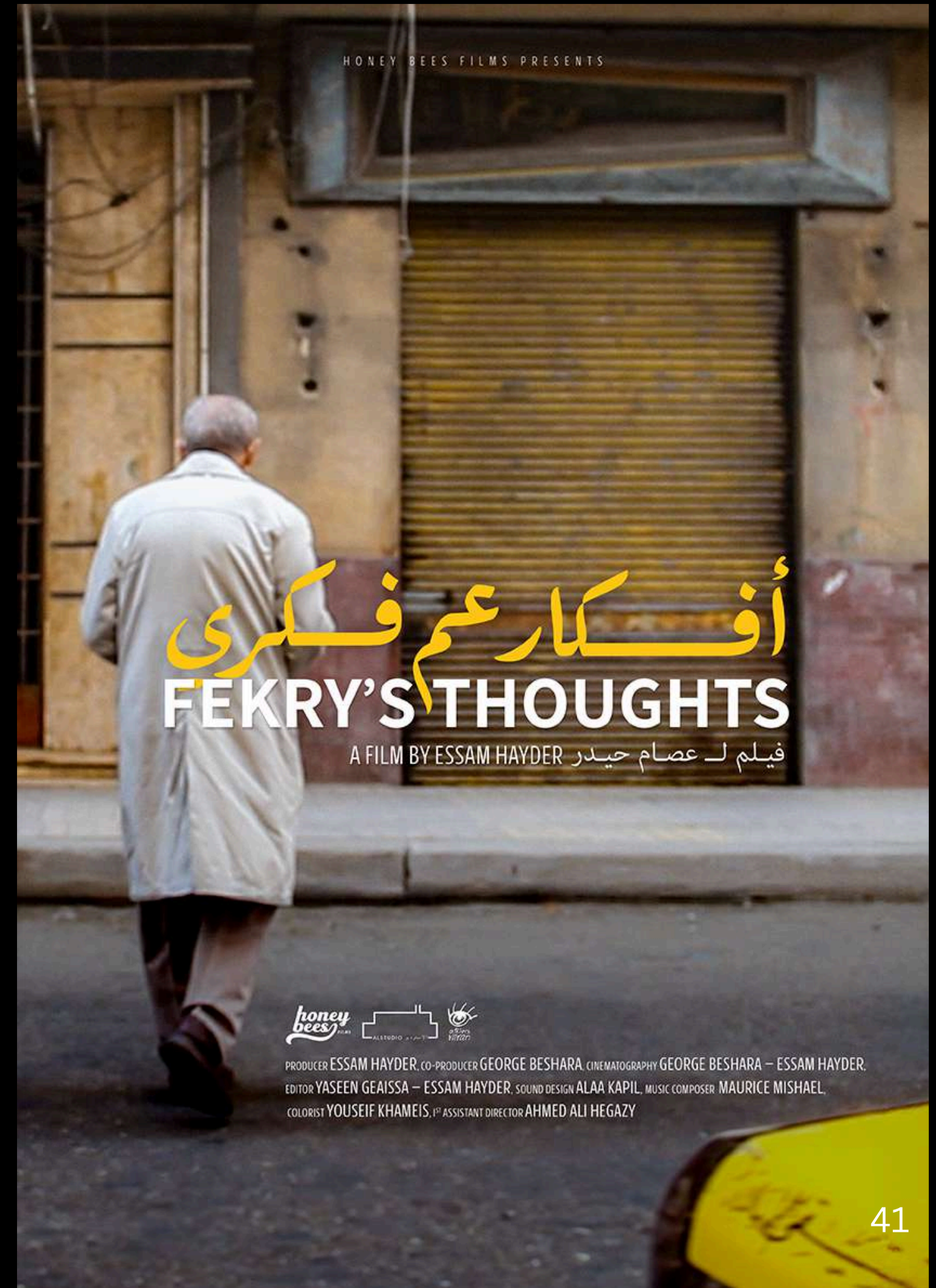
HONEY BEES FILMS

Fekry's Thoughts - 2025



A contemporary portrait follows the life of an Alexandrian Framemaker born in the 1930s who still goes to work every day. Through his personal story, the film explores the profound changes in Egypt over the past 80 years, capturing society's transformation through a dedicated craftsman's eyes.

Written, directed, produced, edited, and filmed by Essam Hayder



HONEY BEES FILMS

2:30 - 2021



In a conservative society, an Egyptian guy tries to get his girlfriend out of his house before his parent's arrival, but nothing goes as usual.

The film was selected for more than 12 international film festivals.

A short comedy, written, directed, and produced by Essam Hayder.



INDEPENDENT

Red Point - 2016



Two newlyweds are in Luxor to spend their honeymoon, something unexpected happens, that changes all the expectations and what is going to happen.

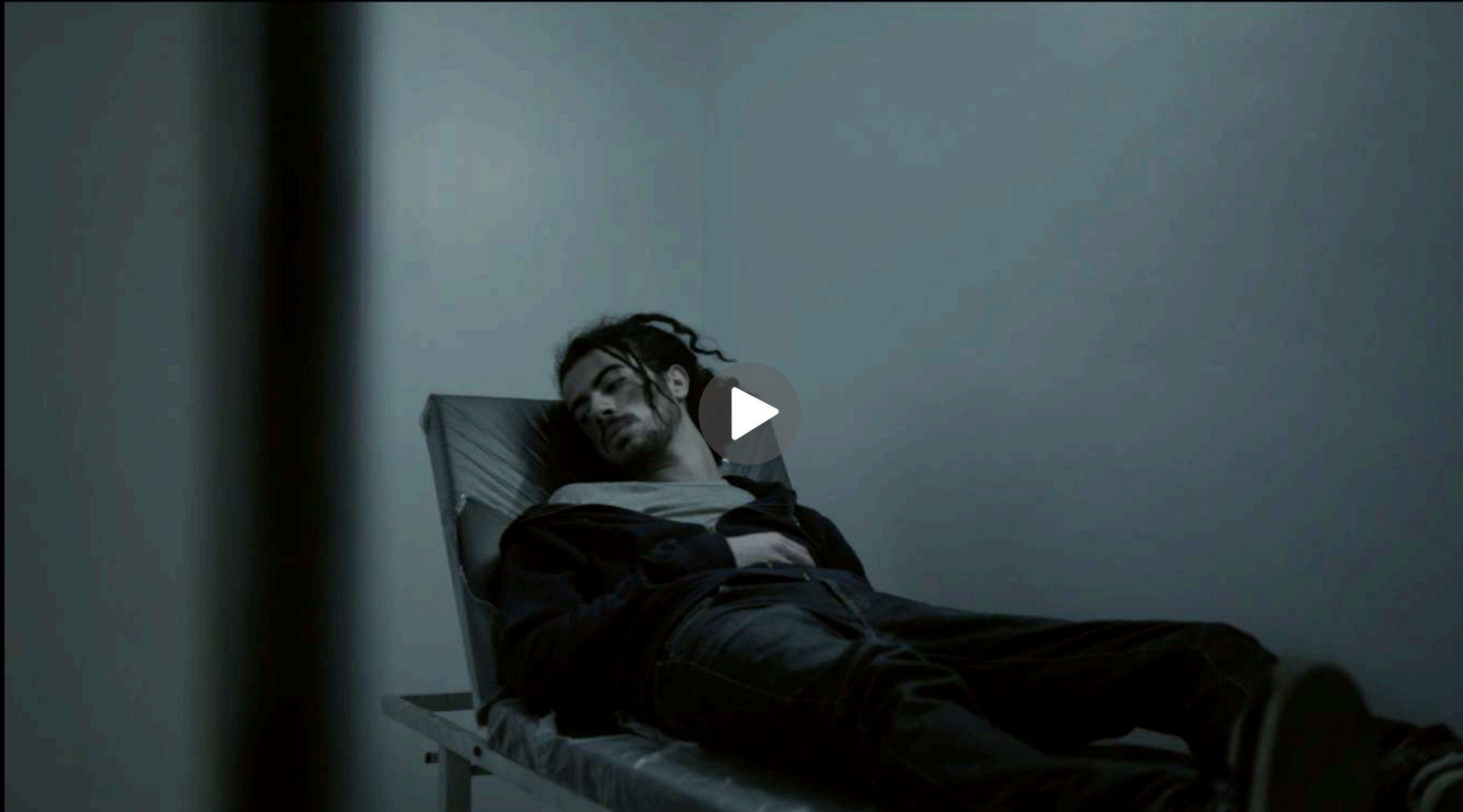
Selected for five international film festivals

Written, directed, and produced by Essam Hayder



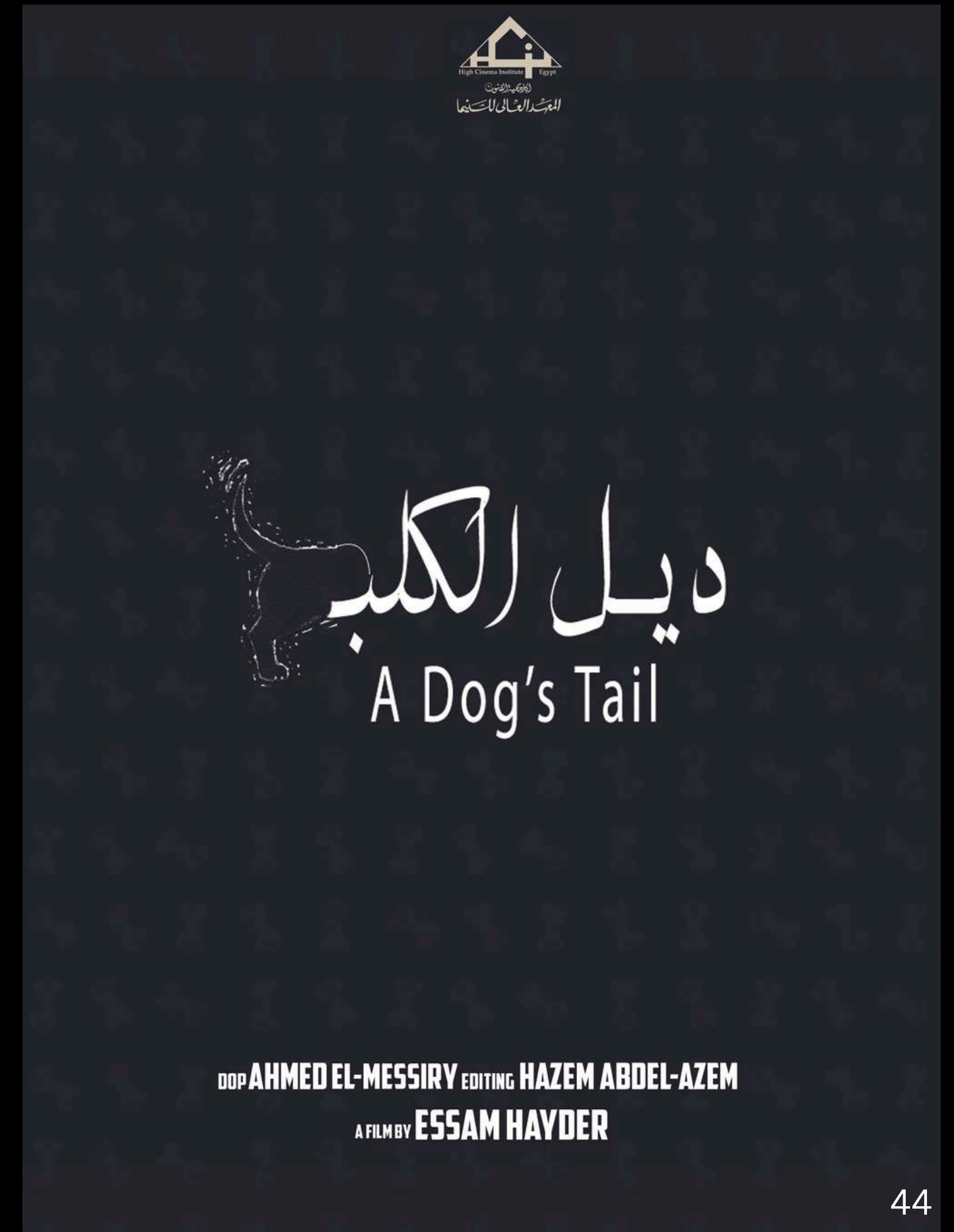
INDEPENDENT

A Dog's Tail - 2017



A Dog's Tail 2017 is a short film written, directed, and produced by Essam Hayder, and was done under the supervision of Dr. Ali Badrkhan.

It was selected for The Tres Court Competition.



INDEPENDENT

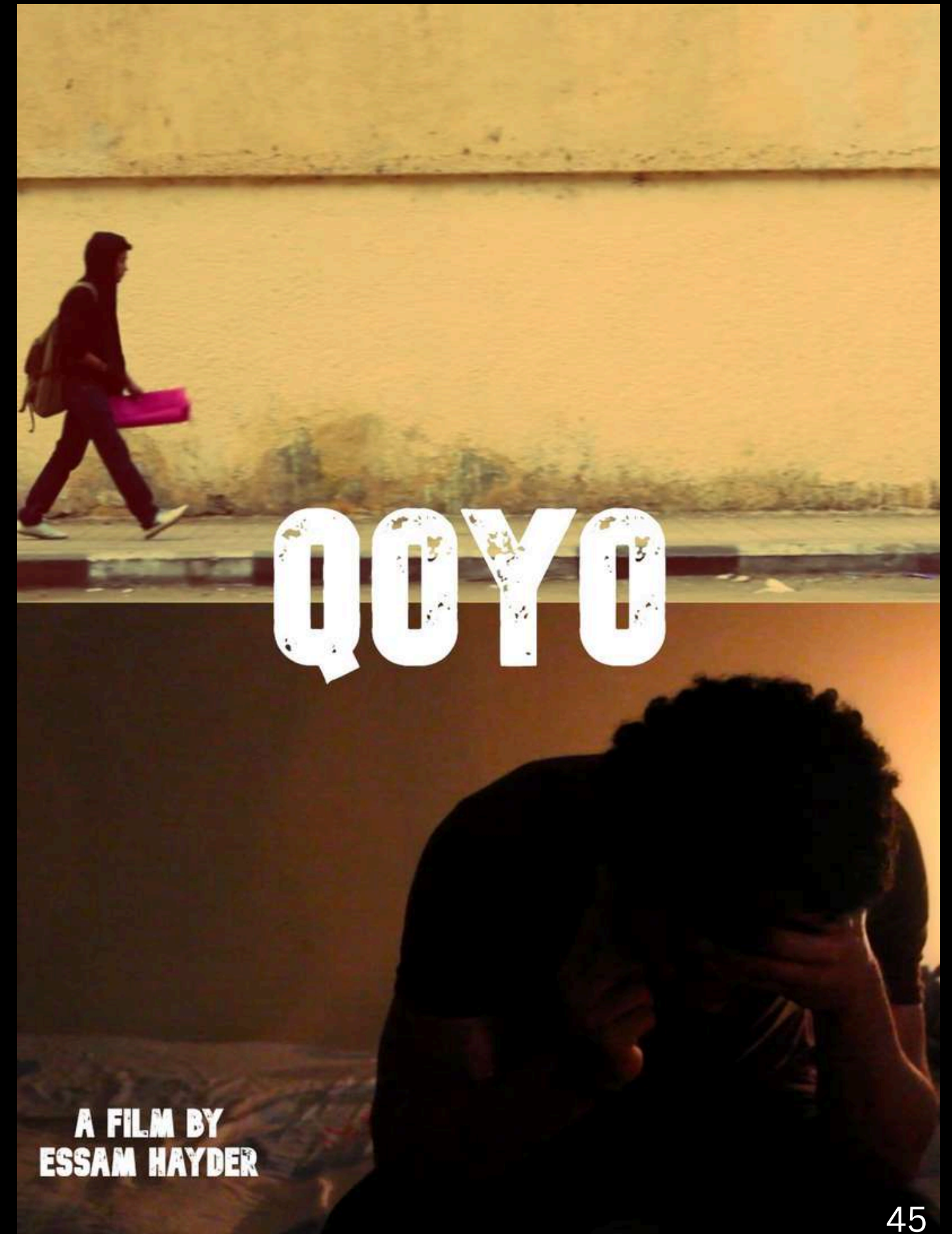
Qoyo - 2014



#qoyo is a short film about a guy who experiences a situation, that makes him, go to the streets and express his opinion his way.

Selected for more than 12 international film festivals

Written, directed, and produced by Essam Hayder



FILMMAKING WORKSHOPS

A collection of short film projects made within four filmmaking workshops supervised by Essam Hayder, to teach university students and equip them with the tools needed to start a career in media or film. All workshops were delivered without fees to help students discover their passions and to provide the opportunity.




Students' Films Showreel.



Watch later



Share

Watch on  YouTube



SCREENPLAYS AND FILMS

Work in development for others

- all scripts and treatments are available upon request
- **Last Breath - 10 Eps Series**
- **Access Code - 10 Eps Series**
- **Khaltet Nagah - Feature Narrative**
- **The Shore of Love - Feature Narrative**
- **Sayed & Tafida - 5 Eps Series**
- **The Watch - Feature Narrative**
- **Sahms - Feature Narrative**
- **3000 - Short Fiction**
- **El Raseef - Short Fiction**
- **Dakrouri - Short Documentary**
- **Not Yet! - Short Fiction**
- **Risha - Short Animation**
- **Just an Illusion - Short Documentary**
- **The Game - Short Fiction**
- **Soad - Short fiction - 2017 - 4 festival**
- **Room of Light Felonies - Short fiction - 2017**

As a writer and director

- all scripts and treatments are available upon request
- **The Fence - Feature Narrative**
- **Seven and a Half - Short Fiction**
- **You Bet! - Short Fiction**
- **About Laila - Short Fiction**
- **Another Time - Short Fiction**
- **Ayoub - Short Fiction**

MORE FILMS ARE COMING!



CONTENT CREATION

As a photographer, Content Creator, and sometimes videographer





© Essam Hayder



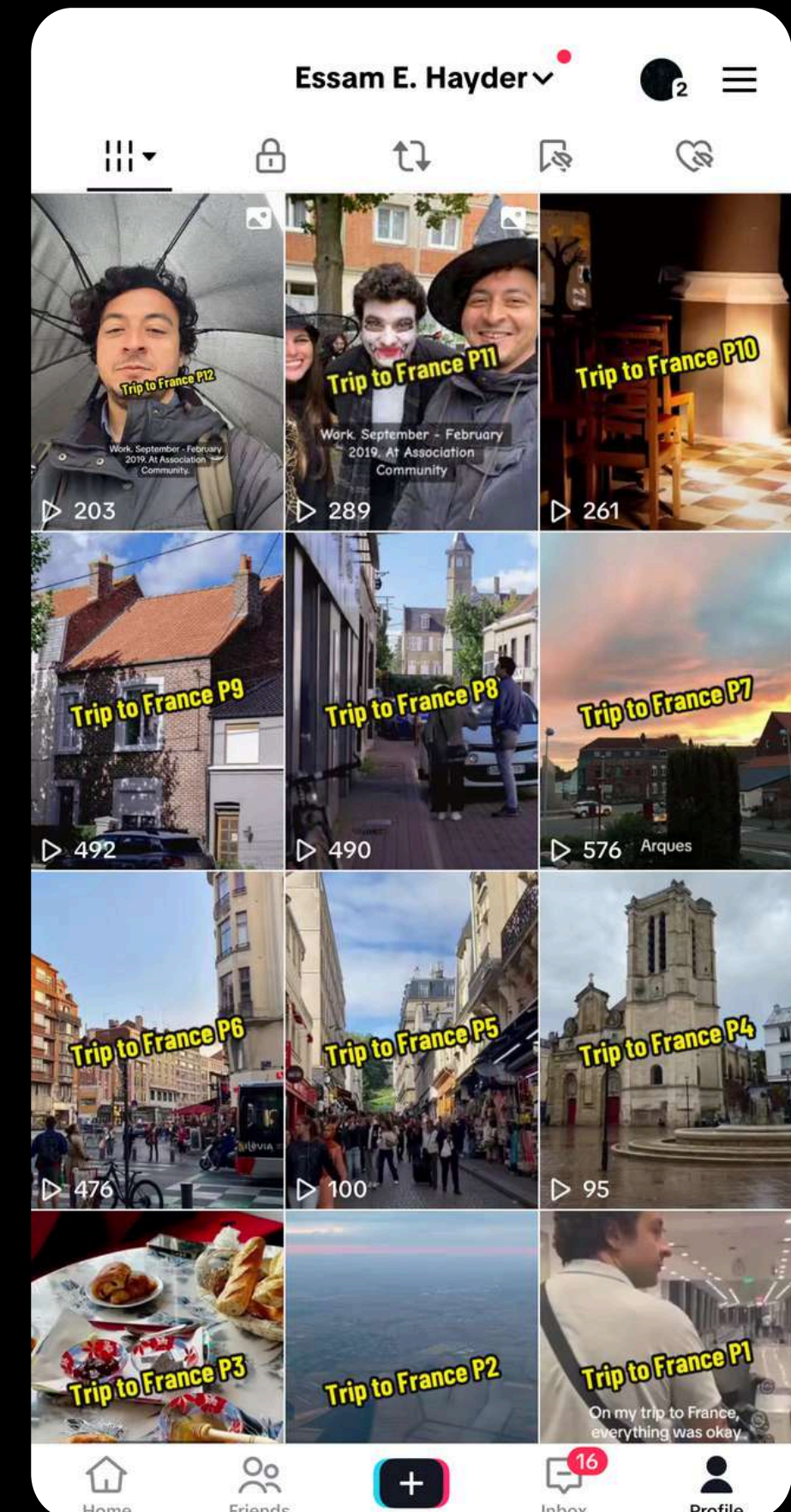
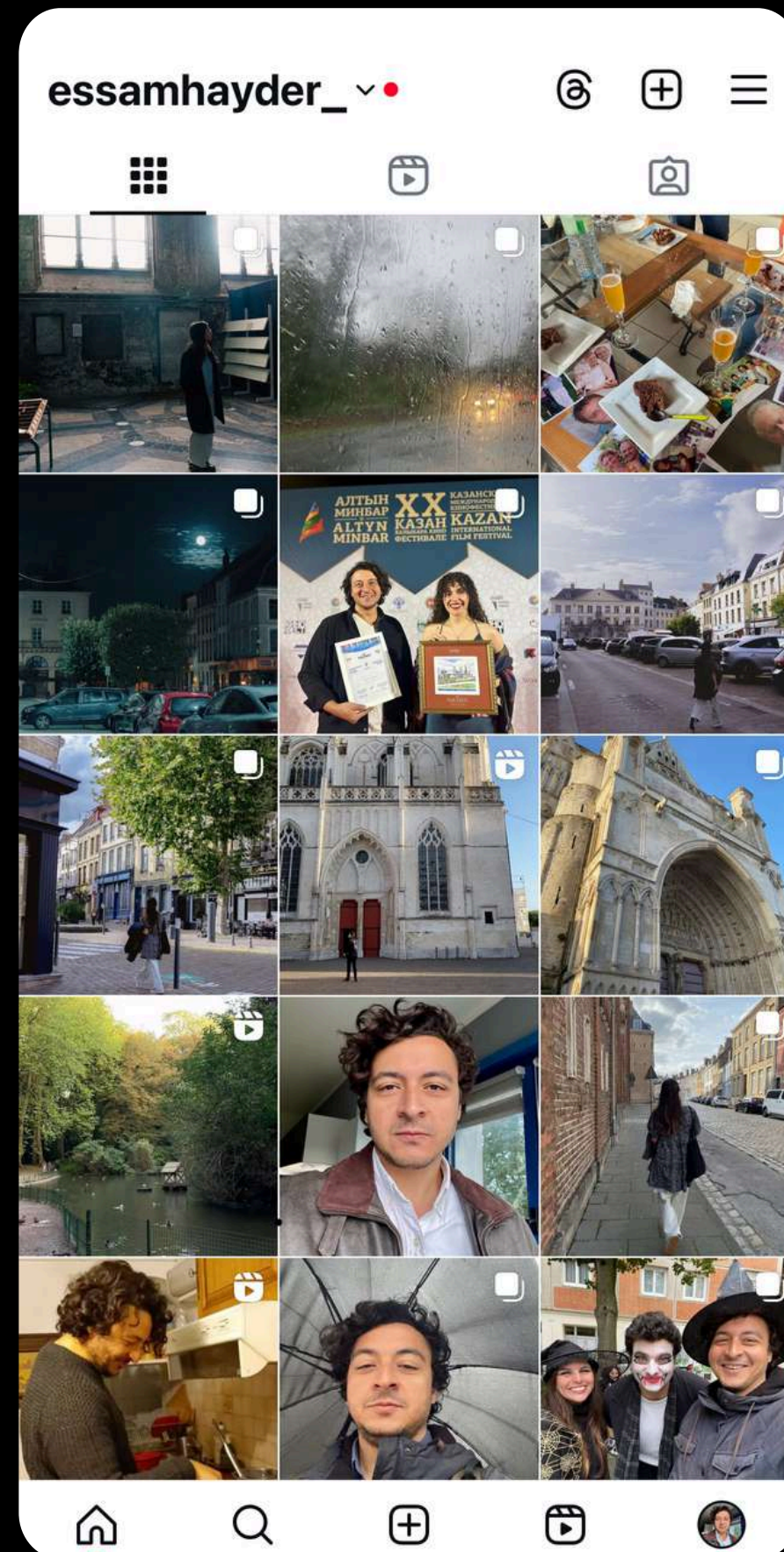






FOR MORE

Check [IG](#) and [TikTok](#) for my recent creations from photography, and reels, to TikToks. There is always new content.





LIKE ALL THE GOOD STORIES,
THIS ONE HAS COME TO **AN END.**

THANK YOU!

LET'S WORK TOGETHER!

essamehayder@gmail.com

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