

Inès Haddad, Creative Associate

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PROFILE

Creative Associate shaping campaigns and branding visual identities across MENA. Experience in end-to-end creative—from insights and conception to shoot direction, post, and multichannel roll-out—across social, paid, web, OOH, and retail (including Sephora). Creative work featured across MENA and global markets, including high-visibility OOH placements on Sheikh Zayed Road (Dubai), Times Square (New York), Saudi Arabia, and abribus shelters in Paris.

SKILLS

Communication
Creative Ideation
Deck Creation
Copywriting
Adaptability
Problem Solving
Project Management
Time Management
Curiosity

EMPLOYMENT HISTORY

Assistant Creative Manager at Huda Beauty Headquarters, Dubai

Sept 2023 - April 2025

- Led end to end creative for Kayali's Vanilla Candy fragrance which won Fragrance of the Year - Women's Prestige by the Fragrance Foundation in New York in 2025.
- Supported the end-to-end development of impactful creative assets across pre-production, production, and post-production for regional and global marketing campaigns for Huda Beauty and Kayali.
- Participated in brainstorming sessions and contributed ideas aligned with brand strategy and campaign objectives.
- Developed visual materials including campaign concepts, moodboards, storyboards, imagery mock ups, video storyboards, and OOH/billboard layouts across digital, social, paid, web, and retail channels.
- Conducted market, trend, and competitor research to inform creative direction and positioning.
- Briefed and coordinated with photographers, videographers, directors, and creative partners to ensure clarity of deliverables and consistency of execution.
- Collaborated with marketing, production, and post-production teams to help ensure timely delivery and brand consistency across all creative outputs.
- Supported cross-functional team in delivering the viral "Who stole my Easy Bake?" campaign which lead to worldwide buzz and complete sellout of the fragrance within a week of launch.
- Lead creative for the "Ube Birthday Cake" campaign which generated immense online buzz - blending culturally relevant cues for the region with beauty.
- Attended campaign shoots and contributed to on-set creative decisions to ensure alignment with marketing objectives, timelines, and brand guidelines.
- Worked with pre and post-production teams to support asset selection, retouching feedback, and final image crops across social, paid media, website, and retail platforms (including Sephora).

Freelance Creative Strategist, United Arab Emirates

Jan 2023 - Sept 2023

- Delivered freelance creative and brand consultancy for public figures including Dima Al Sheikhly and Logina Salah, supporting visual identity, brand positioning and social media direction.
- Developed cohesive visual identities through structured moodboards, concept decks, and visual frameworks to define tone, narrative, and long-term creative direction for their personal brands.
- Designed content strategies with built-in potential for virality by combining nostalgic, old-school aesthetics with emerging social media trends and contemporary visual codes.
- Collaborated with Imaginary Friends DXB, to support the rebranding of Logina Salah toward a more high-fashion, editorial visual direction.

- Contributed to creative alignment by developing visual references, concept directions, and aesthetic guidelines to ensure consistency across outputs.
- Managed creative ideation, direction of photoshoots, post-production, copy and delivery
- Applied cultural insight, trend analysis, and audience understanding to inform creative decisions and ensure relevance within digital and fashion-led media spaces.

Founder and CEO, Chimæra; Cosmetics, UAE

Jan 2021 - Dec 2024

- Built an eco-conscious, sustainable, vegan and cruelty-free cosmetics brand from concept to launch with a strong emphasis on storytelling, symbolism, and ethical positioning.
- Worked in tandem with Sheraa to organically grow the brand through visibility at startup fairs and events.
- Developed brand narrative, tone of voice, and visual coherence across product, packaging, and communication.
- Conducted user-informed research around sensory experience, emotional association, and product meaning as well as price offering, user experience and user psychology.
- Wrote brand copy, product descriptions, and messaging frameworks (copywriting).
- Coordinated with manufacturers and partners to align creative intent with real-world constraints.
- Conducted market research, competitor analysis and quantitative research to best position the brand offerings to its intended audience.

Social Media Executive, Level Shoes at Chalhoub, Dubai

Oct 2022 - Jan 2023

- Executed day-to-day TikTok content creation for a luxury retail brand, supporting platform growth, engagement, and brand visibility.
- Produced short-form video content including filming, editing, captioning, and basic motion graphics to align with brand tone and platform best practices.
- Covered brand events and in-store activations, capturing timely social content to support real-time marketing and community engagement.
- Coordinated with influencers, creators, and on-camera talent to support collaborative content and interview-style segments, including Sole DXB coverage for the Level x Sole DXB collaboration.
- Conducted ongoing competitor and social trend analysis to benchmark performance and adapt content strategy accordingly.
- Supported content planning by aligning product focus with seasonal launches, cultural moments, and audience interest.
- Collaborated cross-functionally with marketing and retail teams to ensure alignment between digital storytelling and in-store product availability.

EDUCATION

Salama bint Hamdan Emerging Artist Fellowship (Cohort 8), Abu Dhabi

2021 - 2022

The Salama bint Hamdan Al Nahyan Foundation, in partnership with the Rhodes Island School of Design, runs the Salama bint Hamdan Al Nahyan Emerging Artists Fellowship (SEAF), a 10-month artistic education and development program that supports approximately 15 emerging UAE-based artists each year, culminating in a group show.

American University of Sharjah, Bachelor Degree of Interior Design, Sharjah

Jan 2015 - Jan 2020

Deans' List Honor Spring of 2015

INTERNSHIP

Intern at the 59th Venice Biennale, National Pavillion UAE, Venice

Nov 2022 - Dec 2022

Internship at the 59th Venice Biennale supporting the UAE National Pavilion presentation of *Mohamed Ahmed Ibrahim: Between Sunrise and Sunset*, curated by Maya Allison, Executive Director and Chief Curator of the NYU Abu Dhabi Art Gallery.