

Fady Kassab

Currently Director at Liquid Logic, Sydney, Australia

Summary

I am a Digital Creative Director with more than 14 years of experience. In Europe, I've worked on projects for German and European top brands such as Groupon, Lloyds-HSBC, Peugeot, IWC, Davidoff, Simyo, Parship, eDarling, Lieferheld and international clients such as Atlantis, The Palm Hotel in Dubai. In Australia, I've worked with Sydney's top agencies such as Ogilvy Mather Sydney, Fairfax Media and SBS Studio while working on major brand projects such as Qantas, AMEX, Telstra, Optus, Foxtel, Coca Cola, SMH, OneWorld Airline Alliance and many more. I have won awards from Experian for developing responsive email code that we then provided for clients such as Groupon, Peugeot, HSBC and many more. I've worked across regions, developed assets for multi-lingual markets creating campaigns for Tourism, Hospitality, FMCG and telecommunications while managing large projects across continents.

Quick Overview: Skills & Expertise

- Proven experience in team leading, project management for complex website design and usability, managing teams across offices in London, Rome, Costa Rica, Munich, Düsseldorf, New York and Paris while holding a management position in Europe, Middle East and Africa.
- Competent knowledge of digital marketing strategies as well as cross-channel marketing experience in campaign lifecycle planning, implementation and big data analytics.
- Created many cross-channel marketing demo environments, apps and promotional marketing tools for Experian Marketing Services as part of an overall sales enablement strategy.
- Responsive Email Marketing and campaigns' implementation including profound knowledge of email coding and relevant supporting environments, clients and apps.
- High-level competence in digital marketing, copywriting, advertising strategies, corporate branding and identity.
- Adobe Creative Suite, web design, web development, app design, video and audio editing.
- Experience in WordPress, Joomla and general website content management systems.

Experience

Liquid Logic

Director

Oct 2016 – Current

Managing my own business, Liquid Logic.

- Website and email design and development for:
 - [SoccaJoey's](#)
 - [Quirky Cooking](#)
- Creating all digital and print marketing collateral for “Life-Changing Food”
- Cross-channel marketing for Automatic Vending Specialists

Enigami Media

Creative Director

Sep 2015 – Sep 2016

Managing all digital presence and print for Enigami Media, Eni.Mail and Eni.Lead

- Creating brand identities for the above three companies.
- Creating several portals and email campaigns for **lead generation**.
- Designing and building all marketing channels and collaterals: print and web.
- Logo designs, brand image, business cards, PowerPoint presentations’ masters, quotes’ and invoices’ templates and much more.
- Designing our flagship product’s user interface (*Eni.Mail Email Service Provider*).

Experian Marketing Services

Head of Creative, Product Marketing – Europe, Middle East and Africa (EMEA)

Apr 2014 - Aug 2015

Responsible for marketing of Experian’s products and services:

- Managing and streamlining projects across departments in London, Rome, Costa Rica, Munich, Düsseldorf, New York and Paris.
- Writing the projects’ briefs, requirements, responsibilities of each stake holder and team managers as well as copy-writers and designers.
- Redesign of Experian Marketing Services global website.
- Redesign and development all email communications to be responsive/fluid.
- Redesign of all PowerPoint templates for the global teams.
- **Creating, animating and editing new video marketing campaigns** for Experian’s Cross-Channel Marketing Platform.
- Rebuilding how the company publishes success stories and case studies to increase prospects’ and customers’ engagement.

Creative Director

Apr 2013 - Mar 2014

Specialised in:

- Mobile E-Mail Marketing, Responsive E-Mail, Responsive advertising.
- App design, specifications and development for expos and demo environments.
- Landing pages, email life cycle designs, drip and trigger campaigns.
- Creating demos for Experian's Cross-Channel Marketing Platform, showing integration of web, email, social media, SMS, mobile apps and other systems.

Senior Art Director, E-Mail Marketing and Digital Marketing

Jan 2012 - Mar 2013

Specialised in:

- Email marketing, mobile-responsive emails, online marketing and advertising as well as information design and visualisation to optimise navigation and usability.
- Created a new product, the first of its kind in Germany, the responsive/fluid email product called the "**Chameleon Code**" which generated approximately **800,000 euros in revenue** in the span of two years, increased customer loyalty and retention as well as new sales triggered by product interest. This resulted in my winning the "**Heart of Experian Marketing Elite Award**" and promotion to **Creative Director**.

Liquid Logic

Managing Director / Principal

Aug 2007 - Dec 2011

Projects undertaken for the following clients:

Oddfellows: Web design and development, banner advertising for Toyota.

Orchard Marketing: App, web and banner design for Pfizer and Electrolux.

Ogilvy Sydney: Web design for Qantas Airlines, display advertising for AMEX.

SBS Radio: SBS Radio Website design, email, print and banner design for SBS TV.

Morton Branding: Five websites' design for Inghams Enterprises.

G Cube: Web design and development.

Private clients: Reef Buddies, LocalSpotter.com, Germansinaustralia.com.au.

Ogilvy Sydney: Email design, interactive banners for AMEX.

C Four: Print and UX design for Telstra, Energy Australia, Stockland real estate group.

The University of Sydney, Faculty of Architecture: Lecturer of design.

Fairfax Media: Print design for AMEX, ClubMed, Sydney Morning Herald and others.

CSM Australasia: Print design for Optus, Pitch design for OneWorld Airline Alliance.

Full time roles: 2007 and prior:

Carbon Reduction Institute

Partner/Creative Director

Oct 2006 - Aug 2007

Corporate branding, corporate identity, stationery, PowerPoint templates, web design and development, print campaigns.

Showcase Group

Creative director/Studio Manager

Jul 2005 - Oct 2006

Corporate branding, product packaging design, creative direction of photo shoots, video and audio editing, web design and development.

The University of Sydney, Faculty of Architecture

Assistant Lecturer/Tutor

Mar 2004 - Jun 2005

Lecturing and tutoring design students in Adobe Photoshop, Illustrator and InDesign to create comic books for their final project.

Special Broadcasting Service (SBS)

Radio Producer, Arabic Language Program

Jan 2004 - Jun 2005

- Writing daily 15-minute news reports and broadcasting the daily one-hour show.
- Conducting and recording interviews, adding effects and broadcasting pre-recorded segments with live reads.
- Completion of **five SBS certification courses**: Sound editing, Journalism, Studio Operation, Broadcast Law, Writing for Radio.
- Updating and management of the Arabic program's website.

Free Spirit International, Sydney

Art Director/Studio Manager:

Feb 2001 - Jan 2004 (3 years)

- Corporate Branding, flyers, posters and various collateral.
- Print design for advertising in several publications: newspapers, magazines, travel books, travel lodges, hostels while liaising with clients, publishing houses and printing press.
- Creation and supervision of designs for the company's branches in Perth, London, Dublin and New York.
- Website design, maintenance and administration.

The University of Sydney, Faculty of Architecture

Exhibition Curator

November 2004

- Designing invitations, flyers, posters as well as art exhibition's materials (Software, Hardware, Print media, networking.)
- Liaising with lecturers, caterers, technicians, etc.
- Presentation and explanation of exhibited material to guests of the exhibition.

Honours and Awards

Heart of Experian Marketing Elite Award - 2013
Experian Marketing Forward Award - 2012
The University of Sydney: Dean's Honour List for Academic Excellence

Education

University of Sydney

Bachelor of Design Computing, 2005

Goethe Institute

B2 Level study of German Language and Culture, 2009 – 2011

Italian Institute of Culture

Diploma: Italian Language and Culture, 1996 - 1999

Michael Angelo Academy of Fine Arts

Diploma in Gemmology and Jewellery Design, 1999

Languages

English Italian German French

Online Portfolio

To view my portfolio, please visit www.fadykassab.com.

Personal

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