MISBAH art

Creative Director | Brand Manager | Automotive Marketing Specialist | Content Creator

Mohammed Misbah **Resume**

Portfolio | لتصفح ملف الأعمال

www.misbahart.net

Creative Director, Brand Manager, and Content Creator with over 10 years of experience in branding, creative strategy, and visual identity, and deep expertise in the luxury automotive industry. Passionate about building distinctive brands, setting creative vision, and delivering marketing and content experiences that drive business growth.

EDUCATION

Bachelor of Graphic Design
University of Petra,

Faculty of Architecture and Design,
Amman, Jordan

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Riyadh, Saudi Arabia

Key Achievements

- **Managed** operations for the official BRABUS dealership (MS1 Motor) in Saudi Arabia, delivering a premium customer experience and enhancing brand presence.

  Contributed to luxury vehicle sales exceeding SAR 15 million by providing personalized client consultations and premium brand experiences.
- **Led** custom configuration and personalization for over 15 luxury vehicles, delivering unique designs that met client expectations and brand standards.
- **Developed** visual identities and packaging designs for more than 250 products at Riyadh Food Industries.
- **Oversaw** implementation of corporate brand identity standards at Riyadh Food Industries, ensuring brand consistency and providing creative leadership across departments.
- **Founded** and expanded CrankShaft, a leading automotive media platform, building a community of over 470,000 followers and generating more than 30 million views through strategic content and visual storytelling.
- **Produced** high-quality automotive content for major media platforms and brands across the GCC.

EXPERIENCE

Showroom & Creative Brand Manager | Mar 2022 – Present

MS1 Motor (Official BRABUS Dealer in Saudi Arabia)

Led the creative direction and brand development of Saudi Arabia's official BRABUS dealership (MS1 Motor), strengthening the premium customer experience and brand positioning.

Drove the positioning and market presence of BRABUS in the Saudi market through strategic branding, creative campaigns, and luxury customer experiences.

Developed custom vehicle concepts and personalized configurations, turning client ideas into unique luxury automotive experiences.

Directed the company's visual communication, marketing campaigns, photography, videography, and advertising materials, in line with BRABUS global brand standards.

Led content strategy and managed the company's digital presence on social media to boost engagement and brand awareness.

Mentored and guided cross-functional teams, encouraging creativity, high performance, and a customer-focused approach.

Contributed to achieving over SAR 15 million in luxury vehicle sales by blending creative consultation, excellent customer service, and custom vehicle personalization.

Senior Graphic Designer | Jul 2019 – Mar 2022

Riyadh Food Industries Co. (Riyadh, SA)

Led the transformation of the company's brand identity and 10+ subsidiary brands, ensuring consistent application across all business units and communication channels.

Directed the creative development of 250+ product packaging designs, aligning each with brand strategy and strengthening shelf presence.

Oversaw the design and production of marketing materials, corporate communications, advertising campaigns, and digital content across multiple platforms.

Produced high-quality product photography that elevated marketing campaigns and product presentation.

Championed internal brand adoption by training employees on brand standards and ensuring consistent use across the organization.

Partnered with cross-functional teams to deliver creative solutions supporting product launches, marketing initiatives, and business objectives.

Senior Graphic Designer | Apr 2018 – Jul 2019

Nitya Agency (Riyadh, SA)

Developed distinctive brand identities for clients across various industries, from concept to final execution.

Created marketing and advertising materials aligned with each client's brand strategy and business goals.

Played a key role in developing Al Wataniya's corporate identity and product branding, supporting the evolution of one of the region's recognized brands.

Turned business goals into effective visual communication and memorable brand experiences by working closely with creative teams and clients.

Graphic Designer | 2017 – 2018

Creative Design Lounge (Amman, Jordan)

Founder of CrankShaft | 2016 – Present

Founded CrankShaft, an automotive media platform focused on luxury, performance, and ultra-rare vehicles, inspired by a lifelong passion for the industry.

Defined the brand's creative vision, positioning, and identity, establishing a distinctive presence in the Arabic automotive media landscape.

Led end-to-end creative production, overseeing concept development, storytelling, scriptwriting, photography, videography, editing, and publishing.

Produced educational, visually engaging content that simplifies complex automotive topics and highlights exceptional vehicle craftsmanship and engineering.

Built and engaged a community of over 470,000 followers, generating more than 30 million views through high-quality content and strategic storytelling.

Established CrankShaft as a trusted source for premium automotive content, recognized for attention to detail, cinematic production quality, and informative storytelling.

Automotive Content Creator | 2012 – 2013

Qabaq.com

Qabaq is a Kuwait-based platform specializing in publishing automotive news, reviews, and event coverage.

Automotive Content Creator | 2010 – 2012

Saudi Shift

One of the leading and most influential automotive news and coverage platforms in the Kingdom.

Automotive Content Creator | 2011 – 2013

Gulfdrift.com

Automotive Content Creator | 2009 – 2012

Assayyarat.com

Core Competencies

- Creative Direction
- Brand Strategy
- Brand Identity Development
- Marketing Campaigns
- Art Direction
- Arabic Copywriting
- Content Strategy
- Photography & Videography
- Product Packaging Design
- Automotive Marketing
- Client Relations
- Project Management
- Team Leadership

SKILLS

- Ai ILLUSTRATOR
- Ps PHOTOSHOP
- Id INDESIGN
- Pr PREMIERE PRO
- Ae AFTER EFFECTS
- PHOTOGRAPHER
- VIDEOGRAPHER

LANGUAGES

Arabic | NATIVE

English | FLUENT



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