

KAREEM FAHMI

CREATIVE DIRECTOR



Hi there. I'm a San Francisco-based integrated creative director with eighteen years' experience in both digital and traditional advertising. I've worked at some of the world's finest agencies. I've led the creation of highly-awarded campaigns for iconic global brands. And I've dealt with plenty of questions such as, 'Can you take the joke out, but still keep it funny?'



ONE SHOW
ONE CLUB CREATIVE SHOWCASE
NEW YORK FESTIVAL
CANNES LIONS (SHORTLIST)
GOLDEN TRAILER AWARDS
TELLY AWARDS
VIDEOGAME MARKETING AWARDS
AD:TECH AWARDS
IAC AWARDS



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PARTNER,
CREATIVE
DIRECTOR
FACTOR
2012 > present

I co-founded Factor, a creative agency delivering highly successful digital campaigns, videos, and brand identity work for clients such as Constellation Brands, Fidelis Education, Highfive, and Playnomics. See our work at factorsf.com.

CREATIVE
DIRECTOR
ORGANIC
2009 > 2012

Led the creation of websites, digital ad campaigns, and social-media efforts for Bank of America, Hilton Worldwide, Constellation Brands, Walmart, and more. I led successful new-business pitches and managed creative teams of 20+ people.

ASSOCIATE
CREATIVE
DIRECTOR
AGENCY.COM
2007 > 09

Led the creation of digital and TV campaigns for Nike, eBay, and Ask.com, including the most successful digital ad campaign Ask.com had ever run. Led and won multiple pitches, and helped manage a diverse creative staff.

ASSOCIATE
CREATIVE
DIRECTOR
UBISOFT
2004 > 07

Created highly-awarded TV, print, digital, and retail campaigns for the world's second-largest videogame publisher. Finest accomplishment: beating the stuffing out of my colleagues in *Ghost Recon: Advanced Warfighter*.

SENIOR
COPYWRITER
ANTEC
2003 > 04

Crafted digital and print ad campaigns, brand identity, and retail efforts for a leading consumer electronics manufacturer.

CREATIVE
DIRECTOR
WINK
1999 > 2003

Wink was America's first interactive-TV developer. I led the creation of consumer acquisition campaigns that grew Wink's consumer base from 2,000 to over 6 million households.

ACCOUNT
EXECUTIVE
FOOTE, CONE,
& BELDING
1997 > 99

Managed the daily operations of the MTV and Sega accounts, and finagled my way into writing MTV's first interactive-TV ad campaign. Which was much more fun than writing contact reports.

ACCOUNT
MANAGER
OGILVY &
MATHER
1995 > 97

Started my advertising career as an account manager on Kimberly-Clark, Kraft Foods, and Unilever. Somehow, I talked the ECD into letting me write Kimberly-Clark's first website. The client loved it, and my career as a creative began.



M.A.
MEDIA & COMMUNICATIONS
THE LONDON SCHOOL OF
ECONOMICS, UNIV. OF LONDON
London, UK, 1996 • With honors

B.A.
PUBLIC & INT'L AFFAIRS
PRINCETON UNIVERSITY
Princeton, NJ, 1994 • With honors