# FATMA ELSAYED

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**Creative Director & Creative Writer**

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## PROFESSIONAL SUMMARY

Visionary Creative Director, Creative Writer, and complete Pre-Production Project Owner with extensive experience steering 360° integrated marketing campaigns, high-profile government and regional events, and strategic creative vision across Saudi Arabia, Qatar, and Egypt. Hands-on leader managing the entire creative process end-to-end—from initial brief analysis, deep research, and reading, to concept ideation, treatment, and storyboarding. Co-Founder of Mattat Creative House with a proven track record in TV commercial scripts, show treatments, brand strategy, and national vision alignment.

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## WORK EXPERIENCE

### Mattat Creative House

**Co-Founder & Creative Director** *(2024 – Present)*

- Co-founded the agency and served 1 year as Creative Director, driving its evolution from initial brief analysis and research to full-scale operations, pre-production, branding, and creative execution.

### REP Marketing Agency

**Creative Writer & Campaign Strategist** *(2024 – 2025)*

- Developed advertising scripts for TV commercials, short films, animated videos, podcasts, and digital marketing campaigns.
- Led content ideation and copywriting for diverse corporate and agency client portfolios.

### BRTQ Group

**Creative Writer & Content Strategist** *(2024 – 2025)*

- Developed narrative frameworks, creative concepts, and content strategies across agency initiatives.

### Improvisation Media Production

**Creative Writer & Content Producer** *(2022 – 2024)*

- Created proposal ideation and pitch decks for key government accounts, including the Ministry of Environment, Water, and Agriculture (MEWA) in Saudi Arabia.
- Developed research, treatments, and pilot scripts for TV shows and documentary series (*No Cure*, *Food Conflict*, *Lahzat Fareqa*, *Alternative Wars*, *About Cinema*).

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## KEY FREELANCE PROJECTS & STRATEGIC CAMPAIGN DIRECTING

### QDP — Qatar National Vision Strategic Alignment *(2026)*

- **Creative Director & Vision Lead:** Formulated and directed the new creative vision and narrative for QDP to align with Qatar National Vision.

### BRTQ Group Releasing Event *(2026)*

- **Creative Director & Content Lead:** Conceptualized and directed the full creative concept, theme, and media content for the grand launch event.

### Ministry of Hajj Campaign *(Hajj Season, 2025)*

- **Creative Director & Campaign Strategist:** Led the creative direction and content creation for the official Ministry of Hajj campaign.

### Saudi Made Participation at Arab Cup in Qatar *(2025)*

- **Creative Director & Concept Strategist:** Conceptualized and executed a full 360° campaign strategy for "Saudi Made" during their participation in the Arab Cup in Qatar.

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## CORE SKILLS & EXPERTISE

| Domain | Key Skills |
| --- | --- |
| **Creative Direction & Leadership** | 360° Integrated Campaigns, Brand Strategy, Narrative Building, Pitch Decks, Pre-Production Management, Project Ownership |

| Domain | Key Skills |
| --- | --- |
| **Scriptwriting & Storytelling** | TV Commercials (TVCs), Short Films, Animation Scripts, Podcasts, TV Shows & Documentaries, Storyboarding, Treatments |
| **Event & Strategic Vision** | National Vision Alignment (Saudi / Qatar / Egypt), Launch Events, Governmental Campaigns |
| **Tools & General** | Research & Media Treatments, Public Speaking, Critical Thinking, Microsoft Office |

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## EDUCATION & INTENSIVE WORKSHOPS

- **Film Directing & Visual Storytelling Workshop** *(2 Months)* — With Director Adam Abd Elghafar *(2026)*
- **Tahalib Script Writing Intensive Course**
- **Graduate Diploma in Private Law** — Ain Shams University, Faculty of Law (English Section) *(2021 – Present)*
- **Graduate Diploma in International Trade Law** — Ain Shams University, Faculty of Law (English Section) *(2020 – 2021)*
- **BA in Law** — Ain Shams University, Faculty of Law (English Section) *(2016 – 2020)*

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## LANGUAGES

- **Arabic:** Native
- **English:** Professional Proficiency
- **Turkish:** Elementary