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Hey, My Name is Nadeem

Generative AI & Creative Production Lead

Creative production leader with 20+ years taking brand, campaign and content work from concept to finished product — digital, broadcast and physical print. Founded and ran a full-service agency for 13 years serving Coca-Cola, Pepsi, Cadbury, Zain, UN Women, JICA and CARE, and co-founded a commercial print house operated until its sale in 2020. Now produces generative AI video commercially: reference-driven workflows, character consistency, multilingual voice and 4K finishing.

Generative AI Video Production

AI Production Workflows

Creative Direction

Integrated Campaign Production

Brand & Content Strategy

Digital & Print Production

Prepress & Finishing

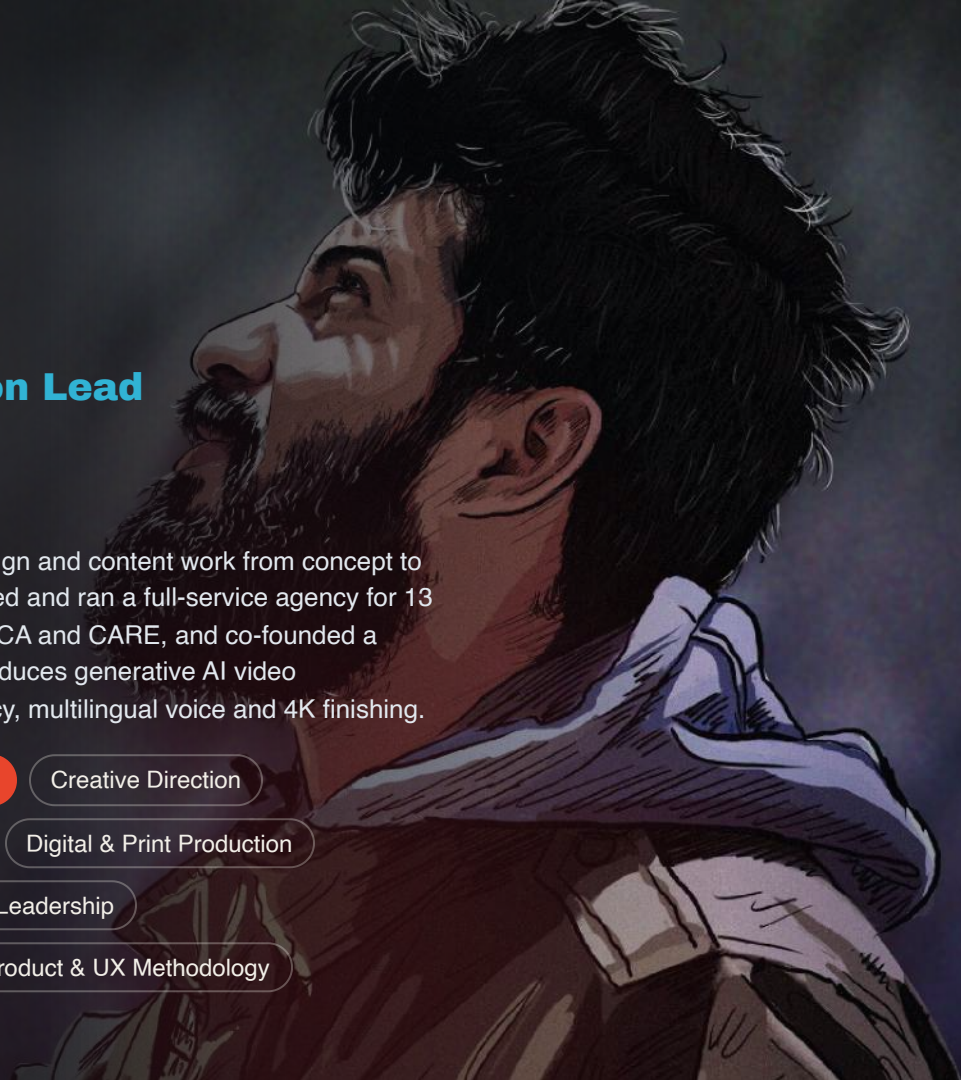
Client & Account Leadership

Team Leadership

Budget & Supplier Management

Digital Transformation

Product & UX Methodology



2022 – PRESENT · BRUSSELS & REMOTE · FOUNDER / EXECUTIVE PRODUCER

Creative (creative.ps)

- Produce commercial AI video for brand clients across Palestine, Jordan and the Gulf — concept, shot bible, generation, edit and delivery.
- Ten-film demonstration campaign for Palift (material handling); product campaigns for Mix Max and TMAX; advertising assets for Bondie Soprano.
- Social and CRM transformation for Manoly, and a full Arabic-language digital marketing strategy for Darco (Cyprus real estate, Gulf investor segment).

THE PIPELINE, BUILT IN-HOUSE

Static keyframes in GPT Image, image-to-video in Seedance, one action and one camera move per clip, real product packshots as start frames, no AI-generated text or logos — composited in post.

30

FINISHED CLIPS PER DAY, SUSTAINED AT DRAFT STAGE

LANGUAGE & VOICE

Arabic and English scripting end to end, AI voice via ElevenLabs, original music beds via Suno — including Palestinian-dialect brand jingles for Mashhour.

ROOTSAPIENS

Founded and run an AI short-film festival with an open submission platform, curated selection and prize pool.

ORIGINAL IP AS R&D

240 / *Omega Island* (eco-mystery feature), an AI ocean feature, and the Madtape short-form cinema platform.

JAN 2025 – MAR 2026 · BRUSSELS · HEAD OF DIGITAL TRANSFORMATION

Mission of Palestine to Belgium, Luxembourg & the European Union

- Directed mission-wide IT modernisation across infrastructure, telecom, digital communication and internal operating workflows.
- Architected security-compliant document and communication workflows across departments.
- Delivered the mission's web presence and accessibility-aligned digital governance for a European operating context.
- Bridged non-technical diplomatic staff and technical suppliers, converting requirements into specifications and delivery plans.

2016 – 2024 · ABCTEAM, DIGITAL AGENCY & CREATIVE LAB · UX CONSULTANT

UX Consulting

Led research, product definition and interface design across healthcare, fintech, logistics, e-commerce and news platforms; delivered wireframes, prototypes and user flows from concept to launch.

Medico telemedicine platform (Sweden) · HIS implementation for the Palestine Red Crescent · Augusta Victoria Hospital website · Quds Bank digital products · Skidpick trucking marketplace · Sholabis second-hand clothing platform · Blink & Nabeeh handyman portal · MEB news platform · Sbitany e-commerce audit and modernisation roadmap

2009 – 2022 · RAMALLAH · CO-FOUNDER & CEO

Creative Technologies (creative.ps)

- Founded and led a full-service marketing, advertising and production agency for 13 years; owned commercial strategy, financial performance, contract negotiation and growth.
- Built and managed a multidisciplinary team of designers, marketers and developers delivering integrated campaigns end to end.
- Built international partnerships and expanded the agency's presence across the MENA region.
- Produced across every channel: identity systems, billboards and outdoor, retail stands and exhibition builds, packaging, vehicle liveries, annual reports, print collateral, websites and social content.
- Managed the full physical production chain: print-ready artwork, supplier and bid coordination, specifications, proof approval, schedules, budgets and final delivery.

CLIENTS

Coca-Cola · Pepsi · Cadbury (Dairy Milk) · Zain · bon o bon · Zamn Premium Coffee · United Motor Trade · Paltech · Palsafe · Palestine Insurance · Al Mashreq Insurance · UN Women · JICA · CARE · Right to Play · Taawon · Leaders International · British Consulate-General in Jerusalem · Palestine Marathon · Al Kamandjati Festival

AMP PRINT · CO-FOUNDER, SOLD 2020

Co-founded a commercial print house producing flyers, posters, roll-up and display systems, banners, business cards, folders, labels, tickets and signage — full chain from print-ready artwork through press, finishing and delivery. Exited through the sale of the business in 2020.

EARLIER EXPERIENCE

United Securities (Masrouji Group)

Marketing Manager · Ramallah · 2007 – 2009

TOOLS

Generative video — Runway · Seedance 2.0/2.5 · MiniMax · WAN · Higgsfield

Generative image — GPT Image 2 · Nano Banana · ComfyUI workflows

Audio & music — ElevenLabs · Suno

Design & production — Adobe Creative Cloud · Figma · FigJam · Miro · Canva

AI / LLM — Claude · ChatGPT · **Analytics** — Google Analytics · Hotjar

Hadara Technologies

Marketing & Content Officer · Ramallah · 2002 – 2007

EDUCATION & CERTIFICATION

Bachelor of Business Administration (BBA)

Birzeit University, Faculty of Business and Economics

Certificate in UX Design & Research (CIU UX Programme)

Université libre de Bruxelles, with UCLouvain, UNamur, UMONS · 2024

Google UX Design Professional Certificate

Google

DELFI-IV

French language certification · Bruxelles Formation

LANGUAGES

Arabic Native

English Full professional

French B1, progressing to B2

Dutch Beginner