



Alsim Mamedov (Open to relocation)

Advertising & Communications Leadership | Brand & Creative Strategy
Country & Regional Leadership

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[LinkedIn](#) | [Website](#)

Professional Summary

Creative and design leader with 16+ years of experience shaping brand strategy, art direction, and creative execution across EMEA and APAC. I've led brand development and creative direction across banking, retail, trade networks, and the transport sector — translating business goals into strong visual systems, campaigns, and brand experiences.

I build and lead creative teams, define brand identities, and develop scalable design systems that ensure consistency across digital, product, and offline channels. My work connects strategy with execution — from concept development to launch — delivering impactful campaigns and strengthening brand perception across markets.

I also represent brands at international forums, presenting creative vision and communicating company values on a global stage.

Key Skills

<ul style="list-style-type: none">- Creative Strategy & Brand Architecture- Integrated Campaign Development- Brand Growth / Go-to-Market- Omnichannel Marketing- Creative Operations & Workflow Optimization	<ul style="list-style-type: none">- Advertising & Communications Leadership- Stakeholder & Executive Management- Budget Ownership & Cost Optimization- Communication Design Systems- Performance-driven Brand Growth
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Experience:

1. Chief Executive Officer | Regional Director

Company: Unitsky Nusantara Technologies | **Location:** Jakarta, Indonesia | **Duration:** April 2024 – Present

- Registered and launched the company's official presence in Indonesia, overseeing all legal, administrative, and operational setup processes.
- Built and managed the local team, established internal workflows, and ensured operational control.
- Represented the company at industry events and conferences, including public speaking and business presentations.
- Developed strategic relationships with government entities and private sector partners.
- Oversaw marketing initiatives tailored for the local market.
- Managed financial reporting and ensured fiscal responsibility for the company's Indonesian operations.

2. Creative Director / Marketing Executive

Company: [uDiscovery DMCC](#) | **Location:** Dubai, UAE | **Duration:** May 2021 – Apr 2024

- Defined and executed the global creative strategy across exhibitions, digital platforms, and product branding initiatives.
- Led integrated campaigns for major industry events (GITEX, Dubai Airshow, Eurasia Rail), strengthening investor engagement and partnership pipeline.
- Built and optimized in-house creative operations, reducing outsourcing costs by 20% while increasing production efficiency.
- Launched multiple product and corporate websites, accelerating go-to-market timelines by 40%. ([Turbosphere](#), [UVR Aero](#), [uDiscovery](#), [uSky Transport](#), [uskytransport.com](#), [uterra.ae](#))
- Directed cross-functional collaboration between marketing, engineering, and executive teams to align brand positioning with business objectives.
- Oversaw brand architecture for multiple innovation-driven products, ensuring consistency across global markets.

3. Head of Design & Internet Communications

Company: [TradeLock](#). **Location:** Moscow, Russia. **Duration:** 01.2021 – 05.2021.

- Led the full **rebranding** of the **FUARO** product line (200+ SKUs), developing packaging systems and visual standards.
 - Created the UX/UI concept and interface structure for a new **B2B online platform**, streamlining client experience.
 - Developed creative concepts and campaign visuals for brands including **PUNTO** and **Armadillo**, elevating their market presence.
 - Directed the design for the [Armadillo SmartLock](#) premium website, combining luxury aesthetics with user-focused navigation.
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4. Head of Design & Marketing

Company: Fasco. **Location:** Moscow, Russia. **Duration:** 12.2015 – 12.2020.

- Built and led a cross-functional in-house design department, uniting retail, wholesale, and network marketing teams under one visual strategy.
 - Directed the rebranding of over **700 product SKUs**, including packaging redesign and visual systems.
 - Launched an integrated [B2B online store](#) combined with the company's corporate site, increasing customer retention by 35%.
 - Acted as Art Director for Fasco's corporate calendar (concept, production, photography supervision), establishing a flagship branding tradition.
 - Enhanced workflow efficiency and brand consistency across departments.
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5. Head of Advertising & PR

Company: MosStroyEkonomBank. **Location:** Moscow, Russia. **Duration:** 08.2013 – 11.2015.

- Led the full cycle of advertising and PR campaigns for one of Moscow's retail banks, including media planning, content creation, and event execution.
 - Directed the development and maintenance of the bank's communication design system, ensuring visual consistency across branch environments, marketing materials, customer touchpoints, and internal communications.
 - Supervised the launch of 5 new customer service branches, ensuring full-scale branding, environmental graphics, and interior communication materials were developed and delivered on time.
 - Oversaw the creation of communication design assets across all channels, including print, outdoor, digital, POS, and in-branch customer experience materials.
 - Developed and managed the advertising budget, optimizing spend through supplier tenders and contract negotiations.
 - Built and managed relationships with vendors, design contractors, production teams, and print houses, improving delivery timelines by 30%.
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6. Creative Designer

Company: [Rusklimat](#). **Location:** Moscow, Russia. **Duration:** 08.2013 – 11.2015.

- Designed visual materials for flagship HVAC brands (including **Electrolux** and **Boneco**) under licensing agreements.
- Developed packaging, catalogs, POS materials, and product branding, contributing to retail growth and shelf visibility.
- Collaborated closely with brand managers to maintain consistency across all formats.
- Trusted with complex and time-sensitive creative tasks, earning internal recognition.

7. Designer in creative agencies

Company: [Artstoria](#) / Imprimir / Evaprint (Advertising Agencies). **Location:** Moscow, Russia. **Duration:** 10.2007 – 08.2013.

- Gained versatile experience across multiple creative agencies in branding, advertising, and production design.
- Developed advertising layouts, corporate identities, and print-ready materials for diverse clients.
- Learned to work under tight deadlines, applying typography, color theory, and layout skills effectively.
- Built foundation in teamwork, project handling, and design thinking — setting the stage for further leadership roles.

Education:

Moscow International University Bachelor's degree, Advertising and marketing communications, PR 2018 - 2022	International College of Business and Design Vocational education, Design 2010 - 2014
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Languages: Russian - Fluent / English - B2

Software tools: Adobe Illustrator | Figma | Photoshop | Indesign | 3D Max | MS Office | CMS | Premier | Ai | WEB