

# NAIM ELMASRY

## VISUAL DESIGNER & CREATIVE STRATEGIST

Brand Systems / Social Content / Branded Campaigns / Cultural Storytelling

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## PROFESSIONAL SUMMARY

Visual designer and editorial strategist building social-first design systems, branded content, and cultural storytelling for creative and mission-driven organizations. Founder of ANINA Arts, a media platform focused on art, creativity, and culture with 220,000+ followers and 100M+ views across social platforms. Experienced in shaping brand voice, campaign narratives, templates, motion reels, typography-led assets, and audience-facing content that communicates a brand mission clearly to a valuable creative audience.

## PROFESSIONAL EXPERIENCE

### FOUNDER, CEO & VISUAL/WEB DESIGNER

2019 - Present

ANINA Arts LLC / @aninaarts

Founded and lead an independent arts and creativity media platform built around editorial storytelling, visual culture, partnerships, and audience development.

- Generated 100M+ views across social media platforms while growing a global audience of 220,000+ people.
- Built social content systems, editorial publishing workflows, branded content formats, newsletters, and recurring web traffic.
- Led partnerships and branded storytelling with Reve AI, Collé, Smartist, ArtUp, and other creative/culture partners.

### DIRECTOR OF MARKETING

2022 - 2024

Group E Media / Dubai, United Arab Emirates

Led marketing, creative direction, and client-facing communication for media, entertainment, production, and partnership initiatives.

- Designed social content, branded assets, pitch materials, production collateral, and digital marketing deliverables.
- Supported end-to-end video production across client projects, coordinating creative needs and execution timelines.
- Contributed to sales, proposals, client relationships, and stakeholder communication with clear strategic messaging.

## SELECTED CREATIVE PROJECTS

### ATELIER PARDON

2026

Design and social content / Collé & Cannery Village Gallery

Created social media posts, motion reels, typography cards, curated content, storytelling formats, and reusable templates across connected brand and gallery properties owned by Pardon.

### EASL

2026

Design system and social content

Supported design systems, social content, templates, decks, branded visuals, editorial storytelling, and reusable creative assets across the full digital content workflow.

# NAIM ELMASRY

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Achievements / Services / Partnerships / Education

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## SELECTED ACHIEVEMENTS

### GENERATED 100M+ SOCIAL VIEWS

ANINA Arts

Built a social-first creative media platform with high-performing content systems across art, creativity, culture, and visual storytelling.

### BUILT A 220,000+ GLOBAL CREATIVE AUDIENCE

ANINA Arts

Grew an engaged audience through editorial strategy, brand voice, platform-specific content, consistent publishing, and audience development.

### LAUNCHED A CREATIVE MEDIA PLATFORM FROM ZERO

ANINA Arts

Built ANINA Arts into a culture-focused media brand with a distinct editorial voice, visual identity, publishing rhythm, and audience across art, creativity, and visual storytelling.

### LED BRANDED CREATIVE CAMPAIGNS WITH PARTNERS

Reve AI / Collé / Smartist / ArtUp

Created partner-facing content and campaign storytelling that translated brand goals into clear, visually engaging narratives for a creative audience.

## CREATIVE SERVICES & CAPABILITIES

### DESIGN SYSTEMS

- Social media design systems
- Brand and visual systems
- Templates and content toolkits
- Typography cards and layouts
- Illustration and visual assets

### CONTENT & CAMPAIGNS

- Branded content campaigns
- Editorial storytelling
- Content engagement strategy
- Motion reels and social posts
- Curation and publishing

### PARTNERSHIPS

- Partnership strategy
- Pitch and service decks
- Brand mission communication
- Audience-aligned campaigns
- Client and gallery materials

## EDUCATION

### BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

2015 - 2018

University of San Francisco

Business foundation supporting brand strategy, creative entrepreneurship, client communication, marketing, and partnership development.

### GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

2024

UX design certificate

Training in user-centered design, research, wireframing, prototyping, accessibility, and practical product thinking.