



Pascale Nader



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A FEW WORDS FROM ME

Creative eye with strategic thinking. Brand builder from concept to production, across media & channels. People enabler, leading multicultural and cross-disciplinary creative team and students. Result and value focused, avid learner, and empathy-driven, I establish solid relationship based on trust, caring for the people and their business equally.

CORE SKILLS

CONCEPT DEVELOPMENT & PRODUCTION
BRANDING & COMMUNICATION STRATEGY
BRAND EXPERIENCE / FUTURE SCENARIO
TRANSMEDIA STORYTELLING
SCALE-UP STRATEGY / CONTENT STRATEGY
CREATIVE MANAGEMENT & LEADERSHIP

EXPERIENCE

- **Creative Strategist & Lecturer | HU – Creative Business program, NL | 2018 – to present**
 - Branding and Go-To-Market strategies for European Start-ups & Scale-ups
 - Course design and participatory learning environments with professional practice tools and methodologies (Human-centered design-thinking, service design and new business & brand models)
 - Guest coach/mentor: at **ISCOM (Paris)** for new brand models and communication strategies | **FH Wieselburg (Austria)** for brand experience and trend spotting.
 - Effie Awards Europe 2023 & 2024- Jury Member: www.effie-europe.com/jury/
 - EACA- DEI & Sustainability task force member
- **Creative Director | Havas Worldwide – Dubai, UAE | 2011 – 2017**
 - Launched Aptamil (Danone) in the MEA: ranked 1st v/s historical giant Nido (Nestle)
 - Created and launched the first edutainment platform for Aptamil (Omnichannel campaign)
 - Created the 1st online academy platform for Aptamil: shortlisted at the MENA Cristal festival.
 - Won a Bronze award at the Global Cristal Festival for the 1st OLV directed and produced for Bebelac (Danone): An in-house concept to production that went viral
 - Fostered and strengthened collaboration with Sanofi Diabetes client, trained their regional team, co-created content with their patients for their community well-being.
 - Created and co-directed the first Social media influencer marketing campaign for Scholl Arabia which has set the standard of communication at Reckitt Benckiser.
 - Designed Luxury Retail E-commerce for Level Shoes, Level Kids, with enhanced UX/UI.
 - Lead and co-directed the mega-influencers collaboration campaign for Bourjois, COTY.
- **Creative Director | Young & Rubicam Y&R – Algiers, Algeria | 2007 – 2011**
 - Co-developed Danone brands' (Activia, Danino, Danette) marcom strategies with client.
 - Managed Creative resources, production and budget, and increased agency annual fees due to qualitative output.
- **Art Director to Creative Director | McCann Erickson – Saatchi&Saatchi – DDB - Lebanon | 1998...2006**
 - My real learning with marketing institutions: Coca-Cola, P&G, Henkel, Pepsi, Nivea, BMW...

EDUCATION & CERTIFICATION

- Human-Centered System Design (Ideo) *–in progress*
- Human-Centered Service Design (Ideo)
- Content Marketing Strategy (Hubspot)
- Growth Hacking (Eazl)
- BQE: Basic Qualification for course design/teaching/assessing (Dutch Certificate)
- MIT approach to Design Thinking (Emeritus)
- Master in Advertising and Graphic Design (ALBA)

LANGUAGES: **English** | **French** | **Arabic** | **Dutch (Beginner)**

VOLUNTEERING

Ashoka (Consultant - Netherlands)

Branding Basic training for solopreneurs (Netherlands)

Children Cancer Centre (Lebanon)

Arc-en-ciel NGO for sustainable development and Socio-economical inclusion of the disabled (Lebanon)

TOOLS: **Adobe suite** | **Keynote** | **Midjourney**
MS Office | **Miro** | **Canva**