

AHMED EL-NIMERI

Associate Creative Director · Senior Video Producer

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PROFESSIONAL SUMMARY

Associate Creative Director and video storyteller with **10+ years** turning briefs into high-performing content. Currently lead creative and social strategy for **Solana** (crypto blockchain) at **1000media, under Nas Company (Nas Daily)**, where I've created **60+ branded videos generating 20M+ views** — multiple surpassing **1M views** — owning everything from concept to published, on-brand, multi-market campaign. Full-stack creator: videography, editing, motion graphics, color, and sound, layered with team leadership, content strategy, and performance optimization. Also build **AI-agent automation pipelines** that generate and publish multi-channel video content at scale, pairing creative craft with an IT background. Trusted by global institutions including the **ICC, the European Union, Al Jazeera, and TED**. Bilingual English/Arabic.

CORE COMPETENCIES

Creative Leadership: Creative Direction · Brand Storytelling · Content Strategy · Campaign Management · Creative Team Leadership · Project & Traffic Management

Social & Growth: Social Media Marketing · Community Management · Crisis Management · Social Listening · Performance Marketing · Market Analysis

Production Craft: Video Production · Videography · Video Editing · Motion Graphics · Color Grading · Sound Design

Tools: Adobe Premiere Pro · Adobe After Effects · DaVinci Resolve · Photoshop

AI & Automation: AI-agent content pipelines · Automated multi-channel video generation & publishing · AI video/creative tooling · Workflow automation

Platforms: YouTube · TikTok · Instagram · Facebook · X/Twitter · Snapchat

Languages: English & Arabic (full professional proficiency)

WORK EXPERIENCE

Associate Creative Director — 1000media (under Nas Company)

Nov 2025 – Present

Dubai, UAE · Lead creative & social marketing strategy for Solana across all channels.

- Own the 360° brand experience for Solana, partnering with the Business Director and the Data, CRM, Experience Design, and Media teams across digital, offline, and on-ground.
- Act as creative gatekeeper across all of Solana's social platforms — ensuring accurate, consistent, on-tone communication.
- Lead the day-to-day creative stream: research, ideation, visual direction on client briefs, and copy oversight to protect brand voice.
- **Direct seasonal campaign launches** across awareness, consideration, conversion, and retention objectives in multiple markets — top videos include the Accelerate Event Ad (**1.4M views**), Solana x ALLIn (**1.1M views**), and the Breakpoint London Ad (**926K views**).
- Lead and mentor a creative team of two, owning project and traffic management to deliver on time and to brief.

Senior Videographer / Video Editor — 1000media (under Nas Company)

Aug 2023 – Nov 2025

Dubai, UAE · Led technical video content creation for Solana from ideation to final delivery.

- Built creative briefs, shot lists, and production plans; supervised and gave feedback to other video creators to ensure consistency and quality.
- Executed high-quality shooting, editing, sound design, color grading, and animation; optimized output per platform within brand guidelines — **62 videos delivered for Solana, averaging ~330K views each (20M+ total)**.

Social Media Video Creator — AMD Marketing Agency

Oct 2022 – Apr 2023

Khartoum, Sudan

- Produced engaging video for diverse clients — interviews, events, promotional content — owning filming and editing end to end.

Senior Videographer / Video Editor — Bianca Films

Sep 2020 – Apr 2023

Khartoum, Sudan

Led the production team across numerous projects from concept to delivery, combining storytelling with technical expertise to produce audience-capturing video.

Video Editor / Videographer — NileZoa Media Productions

Nov 2017 – Oct 2019

Khartoum, Sudan

- Edited commercials, promos, and event highlights for diverse clients; expanded into field videography, capturing footage with cameras and drones to raise production value.

SELECTED PROJECTS

- **ICC Prosecutor Karim Khan Visit — International Criminal Court** (Aug 2022): Documented a historic ICC visit to Sudan; delivered film/photo for social, web, and press.
- **European Union Media Coverage — Landell Mills** (2021–2023): Produced video and photo showcasing EU initiatives in Sudan, working directly with EU representatives.
- **Al Jazeera Mubasher — Sudan Stories Series** (Jun 2019): Managed a video series end to end — sourcing interviewees, filming, editing — delivered to HQ in Doha.
- **CTC Group Corporate Video Series** (2019): Created multi-brand corporate videos for TV, social, and web.

EDUCATION

BSc (Hons) Information Technology — University of Khartoum, Sudan

Faculty of Mathematical Sciences and Informatics

ADDITIONAL

Volunteer: Video Creator — Sudanese Doctors Initiative (2020–Present) · Sudan Next Generation (2019–Present) · Photographer — TED Conferences (2017)

Creator: Produce and publish original short-form social content ([instagram.com/by_nimeri](https://www.instagram.com/by_nimeri)), applying creator-side insight to brand work.

References: Available upon request.