LEENA ALBESHR

GRAPHIC DESIGNER | CREATIVE MARKETING SPECIALIST

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CORE EXPERTISE

- Graphic Design & Visual Communication
- Brand Identity & Style Guides
- Creative Campaign Development
- Social Media & Content Design
- Marketing Collateral
- Art Direction & Photoshoot Coordination
- Event Branding & Creative Production
- Creative Project Management

EDUCATION

Bachelor's Degree

College of Art and Design, Princess Nourah bint Abdulrahman University

2017 - 2022

Relevant Coursework

Four foundational courses in Graphic Design covering visual composition, color theory, typography, and design principles.

PROFESSIONAL DEVELOPMENT

- PMD Pro - Project Management for Development Professionals
- Specialized Cultural Project Design Bootcamp - Ministry of Culture
- Professional Deduction Course - Misk Foundation
- Knowledge Management Course - Alfouzan Academy
- PMP - In progress

LANGUAGES

Arabic	Native
English	Professional

PROFILE

Creative professional with 4+ years of experience across graphic design, fashion, marketing, and cultural initiatives. Skilled in translating brand objectives into clear visual concepts, campaign assets, style guides, social media content, and event collateral. Combines a strong design foundation with hands-on experience in creative coordination, stakeholder collaboration, and end-to-end project delivery within Saudi Arabia's fashion and cultural sectors.

EXPERIENCE

Program Specialist - Creative & Cultural Programs

Fashion Association | Ministry of Culture Project **2023 - PRESENT**

- Developed visual presentations, program identities, campaign materials, and communication assets for national fashion and cultural initiatives.
- Collaborated with marketing, media, designers, photographers, and external partners to maintain consistent messaging and visual direction across digital and event touchpoints.
- Translated complex program objectives and sector insights into clear, audience-friendly visual content, reports, proposals, and stakeholder presentations.
- Coordinated creative production for workshops, exhibitions, panels, and campaigns, managing briefs, timelines, approvals, and final delivery.
- Led end-to-end delivery of high-impact initiatives serving a network of 7,000+ fashion practitioners while ensuring brand alignment and quality control.

Fashion Designer - Brand & Creative Marketing

House of Cenmar **SEP 2022 - NOV 2023**

- Created seasonal concepts and brand style guides that shaped a cohesive visual language across collections and marketing materials.
- Partnered with photographers and stylists on art direction, styling, and visual storytelling to present collections consistently across campaign channels.
- Worked with the marketing team to plan social media presentations, event content, and launch materials aligned with the brand identity.
- Supported event execution and creative production, ensuring all customer-facing visuals reflected the intended brand experience.

Creative Projects Intern - Marketing & Strategy

Misk Foundation | London, United Kingdom **OCT 2022 - DEC 2022**

- Developed marketing plans and creative recommendations supporting departmental and project objectives.
- Researched industry and audience trends to identify content opportunities, process improvements, and potential business directions.
- Defined project scope, milestones, guidelines, and task ownership to support organized creative delivery.

Portfolio available upon request