

Andrej Arsenijevic

Executive Creative Director & Sustainability Lead

Dubai, UAE / +971501008835 / andrej.arsenijevic@gmail.com

PROFESSIONAL SUMMARY

I'm a passionate, creative leader with over 20 years of experience producing campaigns that spark conversations, inspire action, and deliver results. My expertise is building teams, driving growth, and crafting creative strategies and narratives that resonate deeply with audiences. I've serviced clients across the Middle East, bringing creativity, strategy, and innovation to every project I touch. Advertising is at its best when it's simple, memorable, and connects emotionally. That's the philosophy I bring to my work daily.

PROFESSIONAL EXPERIENCE

Commonwealth McCann - Executive Creative Director (2013 – Present)

- Led the creative vision for Chevrolet Arabia, helping the brand achieve record sales growth and outperform market trends even in tough economic times.
- Built a top team of creatives who consistently deliver campaigns that resonate with audiences and win awards. I am proud to have doubled the team's revenue since I started.
- Transformed the agency into a social-first creative agency without losing expertise to produce big regional through-the-line campaigns.
- Played a key role on global leadership teams, contributing to McCann's creative and sustainability efforts worldwide.

McCannWorldgroup and MCN - Regional Sustainability Lead (2022 - Present)

- Built a team of Sustainability Champions across the region to drive awareness, inspire green initiatives and policies, inspire action, and support existing clients and new business teams.
- Contributed to developing a path to Net Zero by 2040, engaging employees and clients in sustainable practices, and leading creative solutions for environmental and social impact.
- Representing MCN agencies in the Advertising Business Group Sustainability Committee, Dubai Chambers, and AmCham Sustainability Team. These roles include the development of white papers, regional anti-greenwashing guidelines, and aligning corporate practices with local environmental goals.

Cheil Worldwide - Creative Director (2011 – 2013)

- Transformed Samsung's regional communications, driving a 23% revenue boost and bringing home the agency's first Dubai Lynx award.

- Helped grow the business by winning new accounts while strengthening the creative output with bold, results-driven campaigns.

Impact BBDO - Associate Creative Director (2005 – 2011)

- Delivered standout work for brands like Emirates Airlines, Mercedes-Benz, Pepsi, Gillette, Braun, Mars Foods, GE, Etisalat, Dubai Properties, and Majid Al Futtain Entertainment. Leading creatively, the launch of Emirates Terminal 3 was a career highlight.

- Proud to have been part of the team that brought home the agency's first Cannes Lions award in the film category.

- Balanced big-picture strategy with hands-on, creative direction to ensure campaigns were as effective as beautiful.

Ovation BBDO - Art Director (1999 – 2005)

- Helped triple the agency's size by leading creative for top-tier clients like Pepsi, Microsoft, Nike, and Mercedes-Benz.

- Learned the ropes of the industry and discovered the power of collaboration in driving bold, impactful work.

Awards

Over 70 creative awards, including Cannes Lions, D&AD, NY Festivals, Epica, and Dubai Lynx, MENA Effie. Featured in Ad Age, Ad Week, Lürzer's Archive, Campaign Middle East, and Communicate Middle East.

Contributions

- Regularly invited to speak at industry events and workshops, sharing insights on creativity, leadership, innovation, and sustainability.

- Authored articles and participated in panel discussions on the future of advertising and the intersection of creativity, AI, and ESG.

- Actively mentor up-and-coming creatives, believing that investing in talent is the best way to future-proof the industry.

Skills and Competencies

- Creative and strategy development

- Multi-channel campaigns

- Team leadership and mentorship

- Client management

- Business development
- AI and tech framework in advertising
- Sustainability and ESG integration
- Middle East media and ad industry landscape expertise

Education and Training

- The Business of Creativity – Sir John Hegarty course (2024)
- Inspire like TED – Advance presentation skills (2024)
- Said Business School – University of Oxford, Leading Sustainable Corporations (2024)
- Multipliers Leadership Program (2023)
- TikTok CAP Academy (2023)
- D&AD Masterclass in Creative Copywriting (2022)
- School of Astonishing Pursuits Creative Masterclass (2022)
- McCann Creative Warriors Masterclass (2019)
- Google Creative Academy (2017)
- Walt Disney Experiential Course (2015)
- Berlin School of Creative Leadership for MCN's top 50 employees (2014/2015)
- How to Win Awards by Cheil UK (2012)
- BBDO University Creative Masterclass course
- Branding Serbia Creative Workshop
- BBDO University Barcelona on How to Build Strong Brands
- Polytechnic Mechanical Engineering Academy, Belgrade
- Electrotechnical School Nikola Tesla, Belgrade

Languages

- English (Fluent)
- Serbian (Native)