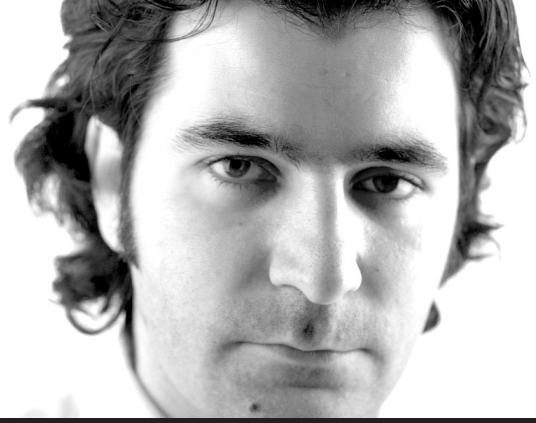


CV

KARIM SALIM



Karim Salim (born 1974 in Belgrade, Serbia) is a creative director with extensive experience gained while working in large advertising agencies mostly on multinational telco, beverage, tobacco, IT and financial clients. Throughout 12 years led different creative teams through the process of creating many brand identities and award winning campaigns.

SPECIALTIES

Creative and art direction, brand creation, integrated campaigns, visual identities, web design and development, graphic arts, packaging, industrial, interior design and photography.

EXPERIENCE

Karim Salim Creative Studio, Founder

June 2011 – Present

Establishing a creative studio, with specific focus on design for digital media. Small-scale operations allow for high efficiency, while extensive experience brings the top level of creative performance.

Kreativa New Formula, Creative Consultant

February 2011 – Present

Specialized in creating concepts with the aim to acquire new business. Working together with the agency's team on exploring ideas, their further development and bringing them to life.

Kreativa New Formula, Associate Creative Director

September 2010 – February 2011

Involved in all agency's creative activities, most notably for Societe Generale, VW, Audi and Seat. Led the creative team that won the Fest 2011 contest.

Leo Burnett, Associate Creative Director

August 2009 – June 2010

In charge for the creative team whose primary goal was to handle all above-the-line communication (TV commercials, magazines, newspapers, billboards, etc) for one of the largest Serbian advertisers - Telenor.

Leo Burnett, Senior Art Director

November 2001 – July 2009

Responsible for creation of numerous advertising campaigns and other communication for clients such as Nectar, Weifert, Western Union, Banca Intesa or Doncafe.

Leo Burnett, Creative Group Head

2003 – 2005

Leader of the creative group that managed all Marlboro, L&M, Parliament and Philip Morris corporate activities. The team was a regional creative hub covering Serbia, Croatia, Slovenia, Macedonia and Albania.

ReUnited Network, Art Director

September 1999 – June 2001

Initiated creative team that stood behind all Davidoff and West communication. Created concept, brand name and identity of Microsoft's most important Serbian brand: "Sinergija".

EDUCATION

Academy of Arts, University of Belgrade, MA, Fine Arts

1994 – 1999

Faculty of Mathematics, University of Belgrade, Computer Sciences

1992 – 1993

Mathematical High School, Belgrade, Computer Programming

1988 – 1992

AWARDS

GOLDEN DRUM 2007, 2008 (finalist)

Telenor Launch campaign

Telenor "333" campaign

Intercontinental CUP AWARDS 2007

Telenor Launch campaign

GOLDEN ROOSTER 2005

"Sloboda za zivotinje" print ads

UEPS 2006, 2007, 2008

Gold for Telenor Launch

Bronze for Telenor "Doors" Outdoor

Gold for Telenor "Klikni milion"

2008 TABOO "Power of Creativity"

TVC of the year for Telenor "333"

2007 REFOTO Magazine

3rd Award for best photography

2007 DIZAJN ZONA Annual Awards

Best outdoor Telenor "Doors" (Genex)

CLIENTS

Telenor (Responsible for the output of ATL creative team since Telenor's launch in Serbia in 2006. Pivotal conceptual and executional role in projects such as Genex building "Doors" megaboard, "333" and "Click a Million" campaigns, which won several regional and local creative awards.)

Philip Morris (Leader of the creative group that managed all Marlboro, L&M, Parliament and PMI corporate activities. In the beginning, the team's focus was on BTL promotions in Serbia. As a result of local success, in the following 3 years the client promoted the team into the regional creative hub covering Croatia, Slovenia, Macedonia and Albania, responsible for creation of major events, such as Marlboro Red Racing School and Adventure Team.)

Doncafe (As a part of the repositioning of Doncafe brand, helped establish redesigned packaging by introducing the "Doncafe Branding System". The purpose of the system was to create the consistency by thoroughly integrating ATL and POS communication.)

Western Union (Created "Safety Belt" print/outdoor campaign. The original scope of the campaign was local, but after being sold to many markets worldwide, it turned out to be one of the most lucrative ads in Leo Burnett's Belgrade history.)

Nectar (Contributed to the creation of some of the most memorable Nectar campaigns (such as "It Does Matter"/"Nije svejedno") that gave birth to the brand as we know it today.)

Microsoft (Gave name to and created visual identity for Microsoft's only Serbian brand: "Sinergija". What started as a one-time event became a tradition, keeping its name and the logo for a decade.)

Reemstma (Leader of the creative team that stood behind initial Davidoff and West communication. Thanks to the effort during that period, these brands achieved breakthrough in the Serbian market.)

Societe Generale, Porsche SCG (Audi, VW, Seat), Frikom, Fest, Promonte, Kyevstar, Samsung, Delta, Efes (Weifert), Pekabeta, Imlek, SIEPA, Privatization Agency RS, Banca Intesa/Delta banka, Komercijalna banka, Direct Group/Direct Trade, Government of Serbia, Tobacco Factory Rovinj (Ronhill, Boss), Yugoslav Drama Theatre (JDP), Alma Quattro, Amstel, Si&Si Company (Next), Bitef, Vala Sciences, Belgrade Fair, Ministries of Economic Relationships/Finance/Agriculture SCG/RS, Metropolis, Zuko, IBM, Novimix/100 Posto, ForInvest, Naumovic & Associates and Residence.