

JEAN-GEORGES PRINCE

Creative Strategist,
Communication Consultant, Writer, Journalist



EXPERIENCE

✓ Associate Creative Director | Impact BBDO | 2022 - Present

Leading a team of art directors, copywriters and studio specialists, to deliver fully fledged campaigns on numerous local and regional brands.

✓ Creative Lead (Copy) | Impact BBDO Dubai | 2020 - 2022

Copywriting lead and part of BBDO's biggest team: Etisalat. I worked in the hyperbolically fast-paced industry of telecommunications. The nature of creativity on this client demands a high understanding of human purchase behavior, browsing behavior, and content download/ upload needs.

✓ Creative & Art | Barcelona | 2019 - 2020

Art is a holistic affair with many facets and the one I chose to develop was that of tattooing. I was mentored by one of the best artists in Europe and learned how to apply creativity to what is most sacred: human bodies.

✓ Freelance Creative Consultancy | Beirut | 2017 - 2019

After years in the agency I have moved to the client side while also taking a more consultative role on other brands in a freelancer capacity.

My role as a creative strategist at Plastik magazine allowed me to craft the launch strategy of the first exhibition international artist Saint Hoax held in Lebanon after his numerous European and US ones.

I took on a strategy position at the Addmind Hospitality Group and worked on the relaunch of all their venues in Beirut and Dubai for the summer season while also drafting new strategies for most of their brands. I have also been the planner behind the revamp of the mythic BO18 club in Beirut and the 20th anniversary relaunch event.

✓ Creative Strategist | Leo Burnett MENA | 2013 - 2017

During this leg of my career in Beirut, I have turned social insights into creative ideas, planning campaigns from conception to execution. Through market research and data, I have helped brands across the spectrum enhance their presence and communicate efficiently with their desired target audience. A bit of brains and a bit of heart to sum it up.

• PR Planner | Leo Burnett MENA

Started off as a strategic planner to eventually head the planning pillar of the PR department.

Created new brand guidelines and brand books to centennial Lebanese brands while also crafting the launch events or media campaigns of big multinationals in the country.

In parallel, worked on copy content in English and French, from press releases to tag lines, radio spots and TVC scripts.

✓ Social Journalist | L' Orient le Jour | Beirut | 2011 - 2012

Political and cultural journalist for the only French newspaper in Lebanon. Covering political actuality and artistic events (art fairs, concerts, exhibitions). Arabic to French translations.



EDUCATION

Ecole Supérieure de Publicité Paris
MSc. Strategic Marketing
2013

University Saint Joseph
Bachelor of law, Political Science
2006



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Jean Georges Prince

about

After graduating from law school and specializing in political science, I spent some time fighting for the right cause as an on ground journalist. Since then, I have shifted my attention towards communication and advertising. Come to think of it, both fields are socially insightful. I think, at the core, I am mostly passionate about human beings and how they function.

computer literacy

iWork Suite ● ● ● ● ●
Microsoft Office ● ● ● ● ●

brands

Etisalat, Pepsi Co, PIF,
Mercedes-Benz, Exotica,
Bank Audi, Alfa
telecommunications,
Always, Majd Al Foutaim,
Zaatar w Zeit, The Yacht
Club, Ghandour, Bel, Four
Seasons Hotel, Plastik
Magazine, Iris lounge,
White club, BO18

languages

Fluent in French, English,
and Arabic