



DAVID BEKHAZI

CREATIVE DIRECTOR

David Bekhazi joined Edelman Middle East in 2019 as a Creative Director with more than 14 years' experience in creating advertising campaigns focusing on concept creation, brand identity, digital campaigns, social media and activation ideas. David has worked with clients across multiple sectors in the region including real estate, travel and tourism, hospitality, government, FMCG, F&B, automotive, entertainment and broadcast.

In his current role in Edelman, David leads the creative activations for Dubai, Abu Dhabi and Riyadh. In alignment with the company's global creative network, he is responsible for concept creation, delivery and execution of client's brand.

Prior to joining Edelman, David worked with various advertising agencies including Publicis Groupe (11 years) and FCB Global (5 years), where he was involved in leading, developing and overseeing creative projects for brands such as, L'Oreal Group, Nivea, Nestle (with all the sub brands), Mondelez Group (Oreo, Cadbury), Renault, Maserati, Dubai South, DIFC (Dubai), Meraas, Coca Cola Arena, Emaar, Dubai Properties Group, Sobha Real Estate, Citibank, and Danone (Aptamil & Bebelac).

David has over 160k followers on Instagram. Coming from an art director base and artist, David has developed during the past 6 years a unique and curated artistic profile on Instagram (@davidbekhazi) bringing inspirational creative stories through his posts that has attracted the attention of many brands who have collaborated with him including Pepsi, Evian, Bvlgari Chocolates, Mall of the Emirates, Lush Cosmetics and even Dubai Tourism (who David is a Brand Ambassador for). Some media influencer agencies have considered David to be the first and only art influencer and storyteller in the region!

David graduated with a Master degrees in Art Direction and conceptualising from the French University of Beaux-Arts. He went on to pursue his career as an Art Director and then moved on to another role as an Associate Creative. He is half French and half Lebanese and has been in Dubai for over 5 years.