

RAFAL TEKREETI



Achieve Unbeatable Branding with
Compelling Storytelling & Digital Experiences!

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PROFILE

Hard-working, organized and proactive graphic designer experienced in marketing and communications for more than 20 years. Skilled at designing and artwork for a variety of audiences and formats, delivering strategic plans and handling multiple projects, always looking for self-improvement and willing to experiment new possibilities of visual expression through any process of visual communication, from traditional techniques, to digital ones, searching for real and tough challenges that can squeeze out the best of me for the clients I work for, pushing my limits over and over again.

And last, but not least, to enjoy my life.

EDUCATION & COURSES

Branding and rebranding: The power of
your brand
VDAB | Hasselt
2015

Graphic Designer: From Design to
Realization
VDAB | Hasselt
2014

Designing company publications
FASTLINK Telecom | Amman, Jordan
2006

Adobe Photoshop & Illustrator
DREAMWAY Advert. | Dubai, UAE
2005

Bachelor Degree
Baghdad University | Baghdad
1995 - 2001

WORK EXPERIENCE

MARCOM EXPERT & GRAPHIC DESIGNER

Vlaams Supercomputer Centrum | Brussels, Belgium

November 2017 - present

- Website designer and administrator at VSC, responsible for publishing content, ensuring continuity of themes, designing layouts, streamlining navigation, and enhancing our online presence for potential users.
- Creating captivating designs and artwork for brochures, flyers, e-newsletters, and annual reports.
- Social media marketing (LinkedIn, X, & YouTube).
- Creating compelling videos and testimonials, particularly in showcasing our Success Stories.
- Event management and visual reports
- Plan and implement overall marketing analytics strategy and analyze social media and website performance and reports to the VSC coordinators & steering committee.

MARCOM EXPERT & GRAPHIC DESIGNER

Data Science Institute (DSI) | Hasselt, Belgium

2019 - 2022

- Creative Design of DSI Branding Identity.
- Created a comprehensive branding guide outlining the use of logos, colors, fonts, and design principles, and provided clear guidelines to maintain brand integrity across all materials and platforms.
- Designed eye-catching banners, flyers, and promotional materials that effectively communicated the brand's message.
- Produced branded merchandise and gadgets to enhance brand visibility and engagement.

MARCOM EXPERT & GRAPHIC DESIGNER

UHasselt School of Expert Education | Hasselt, Belgium

2017 - 2019

- The driving force behind rebranding the School of Expert Education, as I took on a pivotal role in reshaping the institution's identity and positioning it for a brighter future.
- I have a proven track record of successfully producing over 90 video projects, with testimonials attesting to my skills in shooting, producing, editing, and animating video content.
- I excel in creating outstanding business branding and eye-catching promotional materials such as flyers, brochures, posters, and magazine advertisements..
- Designing and optimizing email templates for e-newsletters and email marketing campaigns.
- Creating visuals for various social media platforms including Facebook, LinkedIn, Twitter, and YouTube.

EXPERTIZE

VIDEO PRODUCTION
VISUAL GRAPHICS
IMAGE MANIPULATION
PRODUCT PHOTOGRAPHY
BROCHURES
CATALOGUES
FLYERS
ADVERTISING
EDITORIAL
MOCK-UP DESIGN
BRANDING
IDENTITY DESIGN
WEBSITE DESIGN
E-NEWSLETTERS
SOCIAL MEDIA DESIGN
WEB ANALYTICS

SOFTWARE

GRAPHIC DESIGN

ADOBE CREATIVE CLOUD
ILLUSTRATOR •
PHOTOSHOP •
INDESIGN •
LIGHTROOM •
ACROBAT PRO •

VIDEO EDITING & VFX

PREMIERE PRO •
AFTER EFFECTS •
FILMORA PRO •

MICROSOFT OFFICE

POWER POINT •
WORD •

EMAIL MARKETING

MAILCHIMP •
WIX SHOUTOUT •

LANGUAGES

English

Professional working proficiency

Dutch

Professional working proficiency

Arabic

Mother tongue

WORK EXPERIENCE

MARCOM EXPERT & GRAPHIC DESIGNER

UHasselt International Office (DIOS) | Hasselt, Belgium
2015 - 2017

- I successfully created a highly popular video project titled "Teacher Stories & Student Stories." This project included 14 testimonials from international students and professors.
- Confidently designed multiple print materials such as flyers, brochures, posters, and event displays to promote the services offered by the UHasselt International Office (DIOS).
- These designs were created in line with the newly established brand guidelines, which I also developed.

PR & CORPORATE COMMUNICATION ADMINISTRATOR

ZAIN Telecom | Iraq
2007 - 2014

Administrator Public Relations, Marketing Communications and Corporate and Social Responsibilities at Zain Group for Mobile Telecommunication Baghdad; Iraq. (13.2 Million Subscribers, 1.34 Billion USD 2013 Revenue).

- Manage the public relations and marketing communications file and contribute in many of the company achievements and the most important one is rebranding MTC Atheer - Orascom Iraqna Project to ZAIN
- Great contribution in the achievement of Zain Iraq during the last years through building the company image and provide the human resources, that has a great role in the success of Zain Iraq.
- Responsible for conveying an organization's internal and external message.
- Ensuring ZAIN staff is aware of changes and projects within ZAIN Company by promoting content through social advertising.
- Developing print materials and branding concepts

REFERENCES

Prof. Dr. Niel Hens

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INTERESTS



Movies



Reading



Travelling



Music



Photography