



Muhammetgeldi Goshayev

Senior Art Director / Creative Lead

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[LinkedIn](#)

Profile

Senior Art Director / Creative Lead with **8+ years of experience across SEA, Europe and North America**, combining creative strategy, art direction and performance thinking. Recent work for brands including **CIMB, foodpanda, Unicef, TikTok Singapore and Shark Ninja APAC** with campaigns delivering 2x ROAS, 14,000+ leads and \$500K+ in measurable revenue impact. **Experienced in leading teams, pitches and integrated campaigns from brief through production.**

Experience

Senior Art Director - Section Gravtias

Creative Agency | Kuala Lumpur, Malaysia
May 2026 - Present

Led creative direction across CIMB, foodpanda, Ninja Van APAC, TikTok Singapore and SharkNinja

- Managed and mentored designers, copywriters and strategists across multiple accounts
- Developed campaign concepts, social systems and integrated creative from brief through production
- Led pitches and client presentations, translating business objectives into clear creative direction
- Oversaw social, paid media, motion and production work across multiple concurrent campaigns
- Partnered with strategy, media and account teams to improve creative effectiveness and campaign performance

Regional Creative Lead- Creme Digital

Creative and Media Agency | Kuala Lumpur, Malaysia
Oct 2023 - Mar 2026

- Owned end-to-end creative strategy for brands including UNICEF, Harrow International School, Phillip Nova, iMoney and Taylor's International School
- Developed audience insights, campaign positioning and creative systems across paid and organic channels
- Delivered campaigns achieving 2x ROAS across Meta and programmatic media
- Directed multi-format production across video, motion, static and social content
- Presented campaign strategy and creative rationale directly to clients and senior stakeholders

Marketing Exec - Banyan Tree Vabinnfaru

Hotels & Resorts Group | Vabinnfaru, Maldives
Nov 2022 - May 2023

- Developed and executed Russia-targeted seasonal campaigns that directly attributed **300+ guest arrivals**
- Produced creative assets distributed across mass-media platforms with **1M+ reach**
- Delivered in-house creative that **saved \$10,000 in Q1 2023** production costs

Creative Lead - Yolbelet LLC

Creative Solutions Agency | Wyoming, USA
Aug 2021 - Sep 2022

- Co-founded and led a 4-person creative team
- Developed 25+ brand identities and campaign systems
- Generated 14,000+ leads in 6 months through performance-led creative campaigns

Portfolio Link

[View Portfolio ↗](#)

Core Expertise

Art Direction
Creative Strategy
Campaign Development
Brand Systems
Performance Creative
Social & Motion
Creative Leadership
Pitching & Client Presentation
AI-assisted Creative Workflows

Tools

Figma · Adobe Creative Suite ·
After Effects · Blender · Canva ·
Notion · AI Creative Tools

Education

BA (Hons) in International Relations

First Class Honours | 2019-2022
Asia Pacific University, Kuala Lumpur

Selected Clients

CIMB
UNICEF
foodpanda
TikTok Singapore
Shark Ninja MY
Harrow International School
Phillip Nova
Taylor's International School
Banyan Tree
Salvation Army
MISC