

MARC EL AYARI

TV COMMERCIAL & CONTENT DIRECTOR



TOOLS



Canon

SONY

ARRI



CLIENTS

Coca-Cola



Unilever

NIVEA

HUGGIES



Nestlé

P&G

SAMSUNG

SANYO



The Prudential



SUZUKI



Red Bull

Johnson's baby



AGENCIES

Ogilvy



MULLEN LOWE

mirum

McCANN



J W T

HAVAS GROUP

TBWA

GREY

dentsu

DDB

Cheil

THOUGHT PARTNERS

BBDO

SAATCHI



PUBLICIS GROUPE

AMBITION

To be the DIRECTOR OF CONTENT for a progressive, forward thinking company that has an intuitive team to match.

THINGS YOU SHOULD KNOW

- I started my film career working on Hollywood movies.
- I Directed 75 Music videos, for labels such as Sony, Warner, EMI & BMG.
- Moved to Asia in 2004 and started directing TV Commercials.
- In 2013 I started developing straight to client concepts.

25 YEARS OF EXPERIENCE

- Directed 145 Commercials +
- Directed 75 Commercials +
- Edited 25 Commercials +
- Produced 20 projects +
- Creative Team for 25 projects +

BONUS SKILLS

- Leadership
- Controlling the Boardroom
- Developing Concepts
- Resolving Conflicts
- Managing stress
- persistence

"Vision is the art of seeing what is invisible to others."

EDUCATION

QUEENS UNIVERSITY
BA Stage / Screen Studies

LANGUAGES

- I speak German fluently
- I speak French fluently

CITIES I'VE WORKED IN

TORONTO / VANCOUVER / MIAMI /
LOS ANGELES / JAKARTA / MANILA /
MUMBAI / PHNOM PENH / SAIGON

ACCOLADES

GLOBAL ROAD SAFETY
MUCH MUSIC VIDEO AWARDS
MUCH MUSIC VIDEO AWARDS

Grand Prize Paris
Best Rap Video
Best Indie Video

marc.el.ayari.director@gmail.com

+1 (437) 239-5774

Toronto