

Karam Saleh

Campaign Architect & Brand Collaborator

January 2025 - Current

Strategist

John McNeil Studio, Berkeley

Building the 360° strategy and client list around our DTC experiential space, [JOHN BLANK](#). Partner with B2B tech clients to translate complex technical offerings into clear, strategic narratives. Conduct competitive audits, user research, and positioning work to guide GTM strategies. Comfortable distilling complex information for diverse audiences, and aligning teams across creative, product, marketing, and sales.

March 2023 - Current

Creative Director, Founder Orijinal Creative Studio

Lead an independent creative studio focused on visual storytelling, brand campaigns, and cultural content across fashion & lifestyle. Oversee full project lifecycles from outreach and creative strategy to directing and production while managing a network of freelance collaborators. Spearheaded high-performing work for brands like Paraboot, Salomon, and Drake's Diary, with our campaign becoming Paraboot's top-performing content to date.

January 2023 - August 2024

UX Design (Split Role, FTE) Fastly Inc, San Francisco

Led the customer audit log redesign for improved security and compliance + redesigned TLS onboarding process. Delivered and tested creative design solutions and prototypes for desktop. Worked with PMs and engineers to define new features.

September 2019 - August 2024

Senior IT Support Engineer Fastly Inc, San Francisco

Led acquisition integrations, managed system administration, and user-centric projects focused on improving the internal employee experience. Delivered expert technical support, resolved escalations, and maintained systems to ensure smooth, secure operations across teams.

Contact: karamxsaleh@gmail.com
Portfolio: www.karamxsaleh.com
Creative Studio: www.oriignal.us

Passion + Play

Orijinal Creative Studio

Founder, Creative Direction & Production

Education

Graduation 2019

Management Information Systems, BS
UC Riverside, CA

March - June 2021

User Experience Design
General Assembly

Skills

Core Competencies

Creative & Brand Strategy
360° Campaign Development
Brand Positioning & Messaging
Consumer Insight & Trend Analysis
Integrated Marketing Strategy
Visual Storytelling & Content Production
Cross-Functional Team Leadership
Go-to-Market (GTM) Strategy
Creative Direction (Photo/Film/Digital)
Cultural & Experiential Marketing

Tools

Figma
Adobe Creative Cloud
Capture One
InVision/Miro
Keynote/PowerPoint/Slides
Premiere Pro/DaVinci Resolve
Brandwatch

Contact

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