



Muhammad El-Nady

Creative Director & Content Creator

Egyptian - United States

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Who is Muhammad El-Nady

Muhammad El-Nady, widely known as Jim El-Nady, is an Egyptian Creative Director and content creator currently based in the United States. With a distinguished advertising career spanning over 15 years, he has held senior roles at top global agencies. Prior to relocating to the US in August 2022, he served as a Senior Creative Director at FP7/McCann in Cairo for seven years, where he led major campaigns for prominent clients. His earlier experience includes a role as an Associate Creative Director at Leo Burnett, contributing to numerous successful creative projects. Parallel to his established career in advertising, El-Nady has built a significant presence as a social media content creator. He produces insightful and satirical video content in Arabic, primarily focusing on the cultural and social comparisons between life in Egypt and the United States, particularly in California. His work often explores the nuances of immigrant life and critiques outdated social norms through his popular series "Rotten Legacies" ("موروثات عفنة"). His unique blend of comedy and sharp social commentary has resonated deeply with a large Arabic-speaking audience who relate to his cross-cultural observations.

Achievements of Muhammad El-Nady

Muhammad El-Nady held the position of Senior Creative Director at FP7/McCann, part of the MCN group, for seven years from August 2015 to August 2022. In this role, he led creative teams and developed integrated advertising campaigns for key clients in the Egyptian and regional markets. Prior to his tenure at FP7/McCann, El-Nady spent over eight years at Leo Burnett in Cairo, advancing from Senior Copywriter to Associate Creative Director. During this period, he was instrumental in building and strengthening the market presence of numerous global and local brands in the region. He has established a distinct identity as an influential content creator on platforms like YouTube, TikTok, and Instagram. His satirical series, "Rotten Legacies" ("موروثات عفنة"), has achieved significant engagement by using comedy to highlight negative social customs and encourage critical thinking among his followers.

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