

LANA SENAOUI



Lana Senaoui has led a diverse career journey, initially delving into the realms of journalism and screenwriting before transitioning to the dynamic world of advertising as a creative for BBDO and JWT Cairo. With stints at the New York Times, Wall Street Journal, and Egypt's leading newspaper, she honed her storytelling prowess before venturing into directing commercials in 2018. Her debut campaigns went viral, catapulting her into the spotlight.

Fluent in English, Arabic, and French, Senaoui's rich portfolio includes work for global giants like P&G, Lufthansa, Nestle, Vodafone, and Unilever, alongside numerous local and regional brands. Her directorial style traverses visual storytelling, narrative, comedy, and fashion, showcasing a knack for crafting dramatic scenes and eliciting extraordinary performances from actors. Inspired by the work of Alex Webb and Emmanuel Lubezki, Senaoui's visual approach can be described as "authentically stylized"; a perfect blend of well-planned shots and experimental freestyle camera movement that combine to tell a story from a unique perspective.

With a background in both advertising creative direction and journalism, Senaoui brings a multifaceted approach to her craft, seamlessly translating concepts into visual narratives enriched by her meticulous research and creative ingenuity.