

Hi! I'm Moey.

Not your average strategist,  
an audaciously creative one.



Caught between being a culture vulture and a creative strategy whiz, I dove into advertising at 21. Now, 18 years later, I bring:

- Strategic and creative consultancy
- Integrated marketing and data analysis
- Strategy & Creative Leadership across MENA

In my toolkit: Business, Data, Brand, Content, and Digital Strategies; Integrated Solutions across channels; Relationship Marketing and Customer Experience Management.

I'm all about numbers and results, driven by making things happen and seeing the impact.

Recent Achievements:

- Led the Evergreen Content Strategy for Saudi Tourism Authority 2023 with **Beautiful Destinations** beating Lionel Messi's campaign with +2.38x higher click through rate & +1.5x higher view through rate.
- Achieved multiple Gold, Silver & Bronze awards with **Bond** in Transform Awards MEA 2024 & 2023 for Best Development of a New Brand, Best Expression of a Brand on Social Media Channels, for EDIT by Seddiqi Holding and Tickit by Dubai Holding.
- Won Silver at Cannes Lions 2022 & Grand Prix at Dubai Lynx 2022 for Twitter #FeminineArabic.



# Work Experience



Jan 2020 - Present  
Strategist  
& Creative Director

## MOEY'S

UAE, KSA, Singapore,  
Finland, UK & Germany  
Freelancer

Client list:

**Crowd**  
**Create Group**  
**FP7McCann**  
**Mindspace**  
**Keko**  
**Bond Agency**  
**Grintafy Technologies**  
**SellAnyCar.com**  
**kayyisha.com**  
**Tarabut**  
**Incubeta**  
**Hashtag Agency**  
**UAE Government Media Office**  
**Nas Daily Studios**  
**Wunderman Thompson**  
**Dentsu International**  
**Latitude Agency**  
**Kärcher Middle East**  
**House of Comms**

I offer services to clients and agencies across various markets, that include:

### 1. Strategy & Research

Delving into various domains including Business, Data, Branding, Content and Digital Strategies; offering Cross-channel Integrated Solutions; Relationship Marketing and Customer Experience Management.

### 2. Customisable Guides

Assisting businesses to interact effectively within these markets by facilitating a profound understanding of their dynamics through comprehensive qualitative research offering insights into target audiences, their behaviours, and the encompassing cultures.

### 3. Brainstorms & Sprints

An expedited and notably more efficient methodology to resolve issues. Transitioning from brief to delivery in a matter of days rather than months by assembling a capable team to tackle challenging tasks in an exceptionally swift, productive, and enjoyable fashion.



Nov 2022 - Apr 2024  
Strategy Director

## BEAUTIFUL DESTINATIONS

USA, UAE & KSA  
Full-time

Clients:

Saudi Tourism Authority  
Red Sea Global  
Brand USA

Results:

Achieved about 3x CTR and 1.5x VTR than historical benchmarks of the STA accounts since creation on paid media beating Messi's campaign, the most expensive partnership in STA history.

Developed the first image bank and Evergreen content strategy for the Saudi Tourism Authority for 2023.

Detailed work portfolio [here](#).

My role was well-versed under many hats:

**Crafting Content Strategies:** Playing a crucial role in driving marketing campaigns by leveraging new ideas, content sources, and media production strategies.

**Research:** Cultural studies, visits & market research to identify trends, competitor analysis, analysing ad performance data, writing ad briefs & working on multiple aspect debriefs

**Market Intelligence:** Identify behaviours to come up with persona briefs, cheat sheets and come up with narratives, platforms and ideas - crossing paths with the role of a "Creative Director" to guide style, brand narrative, tone of voice, content look & feel and define copy/content for videos.

**Management:** On top of having budgeting skills to organise full on on-ground video production & photoshoots and manage multiple projects at one time with the client servicing teams across various marketing initiatives and clients.

**Creative Direction:** In charge of the overall design and execution for the creative aspect of content, creating a cohesive vibe across content from clothes, aesthetic, colours to sound design and visual representation.





Apr 2021 - Nov 2021  
 Head of Social Media  
**EXPO 2020 DUBAI**

Dubai, UAE  
 Full-time

Headed the social media operation for the entire Expo marketing department, overlooking our own social channels and assisting 192 countries and 46 partners.

Managing a team of 34 social media professionals, from influencers to analytics, running across all major platforms in the world and leading on Russian & Chinese platforms as well.

**Highlights:**

- Running the longest promoted Twitter emoji hashtag ever, 9 months for #Expo2020Dubai.
- Setting up an emoji engine for 192 countries and flags on Twitter for #Expo2020Dubai.



Feb 2019 - Jan 2020  
 Integrated  
 Strategy Director  
**MULLENLOWE MENA  
 (IPG)**

Dubai, UAE  
 Full-time

Clients:  
 Dubai Tourism  
 Aujan Industries  
 (Rani Juice, Barbican Malt & Vimto)  
 Majid Al Futtaim Retail (City Centre)  
 BCG Digital Ventures (Beema, ENOC Link)  
 Ferrero (Nutella, Kinder, Tic Tac)  
 JA Resorts

Created strategic business impact through brand optimisation, research, and data analysis, identifying smart opportunities for commercial gain as a strategy director. In a consultancy role, I worked on various brands across pitches, brand development, architecture, positioning, and business development opportunities.

**Highlights:**

- Developed and launched the #LiveYourStory campaign for Dubai Tourism.
- Rebranded and launched Rani Floats & Barbican in Saudi Arabia with a new target audience.
- Launched the new sugar-free Vimto cordial flavour in the region.
- Launched the Nutella customise your jar activation in Egypt



Nov 2017 - Feb 2019  
 Digital Lead  
 Creative Strategist  
**VML  
 FKA GEOMETRY GLOBAL  
 (WPP)**

Dubai, UAE  
 Full-time

Clients:  
 BAT (British American Tobacco)  
 Coca Cola  
 Twitter  
 DCTM  
 RTA  
 DTC

Led the digital assignment for British American Tobacco (BAT) in the Middle East, managing various projects and accounts.

**Highlights:**

- Won Silver Lion in Social & Influencer for Twitter MENA #FeminineArabic at Cannes Lions 2022.
- Won Grand Prix in Digital for Twitter MENA #FeminineArabic at Dubai Lynx 2022.
- Won Silver at Campaign Magazine's Power of Purpose Awards for Twitter MENA #FeminineArabic.
- Won Bronze for Twitter MENA's Elevator Tweets activation at Dubai Lynx 2019.
- Developed proxy-platform strategies for tobacco brands on social media, including Tastemakers for Dunhill (UAE, Kuwait, KSA), Klabs for Kent (Iran), and Live The Moment for Pall Mall (Egypt, KSA).



Sep 2012 - Nov 2017  
 Senior Digital  
 Engagement Manager/  
 Creative Strategist  
**LEO BURNETT MEA  
 (PUBLICIS GROUP)**

Qatar, Oman, KSA & UAE  
 Full-time

Clients:  
 Samsung Mobile  
 McDonald's  
 Nando's  
 Du  
 Omantel  
 Ferrero  
 GMC  
 Renault  
 Rio Mare  
 Bel Group (LVQR, Kiri, Babybel)  
 UAE Exchange  
 FGB (First Gulf Bank)

Managed content creation and digital/social engagement for McDonald's Arabia and Samsung Mobile in MENA, as well as telecoms like Ooredoo (Qatar), Du Telecom (UAE), and Omantel (Oman).

Developed solutions to meet clients' brand objectives using social media listening, consumer insights, and data analysis. Identified trends and technologies impacting consumers, and created digital strategies to engage customers across social and digital platforms.

**Highlights:**

- 50+ award nominations and 18+ regional and global awards (Grand Prix, Du Telecom, Dubai Lynx 2018 - Silver in Integrated, Bronze in Activation & Interactive for Max Fashion, Dubai Lynx 2016 - part of the agency & network of the year for Leo Burnett MEA at Dubai Lynx 2015, Network of the year at Campaign Middle East - Top memorable campaigns in MENA with Campaign Middle East with Nando's Kuwait Fred the Chicken 2014, Bronze in Media for Ooredoo, Silver in Integrated for Ooredoo in Dubai Lynx 2013 & MENA CRISTAL 2013, Gold in Integrated & Food Market for Nando's in Dubai Lynx 2008 & MENA CRISTAL 2008.



# Skillset

Strategic Planning: Go-to-Market · Digital · Content · Creative · Brand · Advertising · Business-to-Business (B2B)  
Qualitative & Quantitative Research Methodologies · Consumer Behaviour & Market Research · Data Analysis.

Branding: Corporate Identity · Brand Development · Brand Management · Branding Consultancy  
Content Identity Development · Retail Branding.

Creative: Creative Direction · Concept Development · Digital Guidelines.

# Education



**BACHELOR OF FINE ARTS (BFA), DESIGN**  
AL AHLIYYA AMMAN UNIVERSITY, JORDAN - 2010



**DIPLOMA, CINEMATOGRAPHY AND FILM/VIDEO PRODUCTION**  
SAE INSTITUTE UK - 2005

# Work Authorisations

UAE Creative Golden Visa

EU Work Permit

UK Creative Worker Visa Concession

# Info & Contact

My name is **Moey Shawash**, I'm a 39 year old Jordanian male,  
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