

Hi! I'm Moey.

LET ME INTRODUCE MYSELF QUICKLY



Caught in a pickle between being a culture vulture and a whiz in creative strategy. I plunged into the world of advertising at the ripe age of 21 and, blow me down, here I am 17 years later.

I've got a wealth of experience in strategic, creative consultancy, integrated marketing, data analysis and leadership, covering the length and breadth of MENA.

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

I'm not one for theories or hunches, I'm a numbers man. I get a right buzz from making things happen and the outcomes are a testament to my drive.

Recent Achievements:

- Lead Evergreen Content Strategy for Saudi Tourism Authority 2023 with Beautiful Destinations.
- Silver at Cannes Lions 2022 for Twitter #FeminineArabic.
- Grand Prix at Dubai Lynx 2022 for Twitter #FeminineArabic.
- Launched the UAE's first effortless instant rewards programme by Dubai Holding with Bond creative branding agency.
- Ran the longest promoted Twitter emoji hashtag ever, 9 months for #Expo2020Dubai.
- Set up an emoji engine for 192 countries and flags on Twitter for #Expo2020Dubai.
- Rebranded @UAEgov on social media with a fresh identity as UAE Media Office.
- Created the Social Media Arabic identity of German brand Kärcher in the Middle East.
- Relunched the region's leading Football social engine, Grintafy that connects football fans, amateur and professional players to others showcasing their skills all around the globe.



Professional Experience

REGISTERED FREELANCER



Nov 2022 - Present
Creative Strategy
Director

**BEAUTIFUL
DESTINATIONS**

New York, USA
Dubai, UAE
Riyadh, KSA
Full-time

Joined this award-winning strategy, creative and content studio with one of the worlds largest & most influential communities. BD exists to open new doors for the next generation of traveler to truly experience the world.

Highlights:

- Developed the Evergreen content strategy for Saudi Tourism Authority social and digital presence for 2023.
- Performed local and global research into target audience and personas.
- Launched Red Sea Global, Saudi's first giga project
- MENA audience research for Brand USA



Jul 2020 - Present
Strategy Director/Consultant

**GRINTAFY
TECHNOLOGIES**

Jeddah, KSA
Freelance

Joined to help relaunching the app after the COVID-19 lockdown has been lifted on sporting premises in Saudi Arabia and still help the brand strategy and innovation strategy year-on-year.

Highlights:

- Created the #WreAreBack campaign, producing a photoshoot and 4-short films to be used across social media.
- Created the CRM strategy to attract new joiners & retain existing users.



Jun 2022 - Nov 2022
Head of Brand

SELL ANY CAR

Dubai, UAE
Project

Joined to rebrand the 3 products and establish social identities before their next round of funding. SellAnyCar.com is the region's first online car buying service. Kayishha.com is the Saudi arm of SAC and Carnab.com, the region's first premium pre-owned car buying portal.

Highlights:

- Uplifted brand guidelines, playbook & social media strategy.
- Rebuilt the CRM & Digital offering across Google ads and social media ads (Meta: Facebook & Instagram).
- Created tactical campaigns launching features.
- Initiated partnerships and contracts with Lovin' Dubai, Lovin' Saudi (Augustus Media), Hashtag Social Media Agency, Leo Burnett KSA & Socialize.



Apr 2022 - Jun 2022
Marketing Lead

TARABUT GATEWAY

Dubai, UAE
Freelance

Joined as part of MENA's first and largest regulated Open Banking platform.

Highlights:

- Created Arabic brand identity/logo and brand uplift approach.
- Developed content for B2B marketing across LinkedIn & Twitter.
- Launched the brand's first digital lead campaign.
- Created a content creation workflow.



Dec 2021 - Apr 2022
Senior Strategist

**BOND CREATIVE
AGENCY**

Dubai, UAE
Project

Supporting create the digital & social media strategy.

Highlights:

- Dubai Holding's Tickit Loyalty Programme.
- Prypto by DAMAC.
- Bond Middle East.



Dec 2021
Strategy Director

INCUBETA MENA

Dubai, UAE
Project

Worked on a few projects to support the agency strategy function.

Highlights:

- MAF Retail Social RFP (Crate&Barrel, LEGO store, THAT concept store & CB2).
- Excellence Driving delivery fleet service.



Apr 2021 - Nov 2021
 Head of Social Media
EXPO 2020 DUBAI
 Dubai, UAE
 Full-time

Heading the social media operation for the entire Expo marketing department, 192 countries and 46 partners.

Managing a team of 24 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.



Jan 2021 - Apr 2021
 Creative Director
HASHTAG AGENCY
 Dubai, UAE
 Freelance

Joined the agency to fill in as a creative director to help establish the integration between the Riyadh & Dubai offices, worked on retaining existing clients and new businesses.

Highlights:

- Retain the regional Landmark Group portfolio (Fitness First, Centrepoint, Splash & Max Fashion).
- Launched the Ramadan campaigns for Al Rifai Roastery, Amazon & Oppo in KSA
- Won 2 pitches (Digital DEWA & Virgin Mobile KSA).



Dec 2020 - Jan 2021
 Creative & Digital Consultant
UAE GOVERNMENT MEDIA OFFICE
 Dubai, UAE
 Project

Rebranded the identity of @UAEgov to UAE Government Media Office across social media platforms and created the social media artwork guidelines as well as the strategy to communicate across different social channels with an audit of the performance and identity of USA, UK, Singapore & Saudi Arabia governments and media offices.

Highlights:

- Social Media Strategy for the 2021, Year of 50 and identity across networks.



Oct 2020 - Dec 2020
 Managing Director
NAS DAILY STUDIOS / NAS NEWS ARABIA
 Singapore + Dubai, UAE
 Project

Joined to establish the Nas Daily Studios office in Dubai and launch Nas News Arabia as a social media news media production company that shows the bright side of the Middle East to the world.

Highlights:

- Created the Nas News Arabic branding and logo guidelines.
- Planned the yearly strategy and budgeting for office setup, social media spend, talent hires, content partnerships for 2021.



Aug 2020 - Oct 2020
 Strategy Director
WUNDERMAN THOMPSON
 Dubai, UAE
 Project

Created the online digital journey for Jotun Paints across digital platforms and enabling e-commerce as part of the brands' offering in the Middle East, Turkey & India markets.

Highlights:

- Created the Jotun digital super app that enables B2C customers, B2B companies to sell and buy paint & painting services across the region with a proper data driven research and analysis across competition.



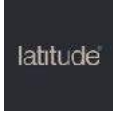
May 2020 - July 2020
 Strategy Director
DENTSU INTERNATIONAL
 Dubai, UAE
 Project

Helped Dentsu with creating strategies for pitching social media for Isobar, digital for Merkle & John Brown Media, full-on for newly formed Dentsu for various accounts.

Worked on various pitches with both Isobar & John Brown Media, including Emirates NBD, Subway & Noor Oil with both Dubai & Budapest offices.

Highlights:

- Won Noor Oil pitch for John Brown Media.
- Pitched Emirates NBD retainer with Isobar MENA and Budapest's office.
- Pitched Nestle Optifast & GMC OnStar with Merkle.
- Assisted on the Subway Arabia pitch.



May 2020 - July 2020
Creative Strategy Director

LATTITUDE

Dubai, UAE
Project

Joined specifically to service Majid Al Futtaim's property Al Zahia as a digital strategy project.

Highlights:

- Developing the digital strategy to communicate MAF's Al Zahia on digital channels, Tiktok in particular to create a hashtag challenge and composed a jingle with artist Aziz Maraka.



May 2020 - Oct 2020
Creative Strategy Director

KÄRCHER MIDDLE EAST

Dubai, UAE
Freelance

Created the social media artwork and content guidelines for the MENA region, from font selection, video templates, social media posts, digital ads, tone of voice, LinkedIn Business solutions and integrated between the Middle East operations and HQ in Germany in terms of adaptations and campaign release.

Highlights:

- Created Arabic Social Media identity & guidelines.
- Trained the marketing team on Social Media content creation, scheduling, posting, creating ads on Instagram & Facebook and establishing the eShop on Instagram.
- Arabised global campaigns and released them for the region with Arabic subtitles.



Jan 2020 - May 2020
Strategy Lead
HOUSE OF COMMS

Dubai, UAE
Freelance

Reporting into the Managing Partners and sitting on the leadership team, I leaded the agency's strategic vision and am tasked with ensuring strategic excellence across the entire agency portfolio and new business, combining a blend of analytical interrogation, creative intuition and incisive thinking.

Highlights:

- Relunched the Emarat Petroleum brand with the #ExpectTheExpected campaign.
- Created a strategy for the Emarat Lubricants brand across UAE, KSA, Sri Lanka and Pakistan.
- Launched the Starbucks Coffee MENA delivery service.
- Pitched for Al Shaya Brands (Pinkberry, Texas Roadhouse).
- Created the digital strategy & app of MMI and Legal Alcohol Delivery in Dubai.



Feb 2019 - Jan 2020
Integrated
Strategy Director
MULLENLOWE MENA

Dubai, UAE
Full-time

Creating strategic business impact through brand optimisation and development, research and data analysis and identifying smart opportunities for commercial gain for the Coca-Cola KSA business, under Aujan Industries (Rani Juice, Barbican Malt & Vimto) & First Abu Dhabi Bank (FAB).

Worked on a variety of brands in a consultant capacity across pitches, brand development, architecture, positioning and identifying business development opportunities, including:

- Majid Al Futtaim Retail (City Centre)
- BCG Digital Ventures (Beema, ENOC Link)
- Ferrero (Nutella, Kinder, Tic Tac)
- JA Resorts
- Sharjah Investment & Development Authority (Shurooq).

Highlights:

- Launched BCGDV's partnership with Enoc Link, developing the strategy and design of Beema (the region's first pay-per-kilometre digital insurance) and Enoc Link (fuel delivery service from Enoc) including marketing research and brand perception.
- Developed and launched the #LiveYourStory campaign for Dubai Tourism.
- Rebranded and launched Rani Floats & Barbican in Saudi Arabia with a new target audience.
- Positioning and strategy for City Centre Deira, Midrif, Shindaga & Ma'assim.
- 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
VMLY&R
COMMERCE
Dubai, UAE
Full-time

Lead on the digital assignment of BAT (British American Tobacco) & Twitter in EEMEA on digital and social media, DCTM's Abu Dhabi Food Festival & Retail Abu Dhabi, RTA S'hail & Dubai Taxi Corporation DTC app.

Highlights:

- Developed the Twitter global strategy for #FeminieArabic.
- Launched Twitter MENA's Elevator Tweets activation.
- Created the identity and launched DTC car hailing app.
- Created proxy-platform strategies to communicate tobacco brands on social media such as Tastemakers for Dunhill in the UAE, Kuwait and KSA and Klabs for Kent in Iran and the Live The Moment for Pall Mall in Egypt & KSA.
- Launched Anghami's Replay activation.
- Created the strategy of Coca Cola MENA's Mixed Fans activation for the football World Cup championship.
- Owned strategy throughout pitches and client work to deliver compelling strategic stories.
- Managed research and analysis, developed fresh insights and strong POVs that established a solid foundation for pitches and client work.
- Participated in developing creative briefs, articulating key insights and a clear point of view, ensured that our strategic/ideas narrative were represented in all deliverables.



Sep 2012 - Nov 2017
Senior Digital
Engagement Manager/
Creative Strategist
LEO BURNETT
Doha, Qatar + Dubai, UAE
MENA region
Full-time

Managing content creation and engagement for McDonald's Arabia and Samsung Mobile in the MENA region. Du Telecom & FGB in the UAE. My other responsibilities included developing solutions to meet clients' brand objectives based on social media listening, consumer insights and data analysis, spotting trends and technologies that play roles in consumer's lives, as well creating digital journeys and strategies that enrich and engage with customers across social and digital platforms.

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

Highlights:

- Developed strategies for Samsung Mobile in MENA & the GCC for Galaxy S5, Galaxy S6 and Galaxy S7, along with #Note5 including a fashion female-driven strategy for the device launch.
- Activated Digital strategy for many of the Du Telco projects including #DigitalFasting.
- Developed the strategy for the award-winning Samsung Innovation product #SafetyScreen.
- Created the digital media & social media guidelines for the Ooredoo telecom brand in 9 markets globally.
- Created McDonald's Arabia digital and social activations for the GCC region.

earlier career journey can be found on LinkedIn

Awards & Nominations

SILVER

TWITTER MENA #FEMINIEARABIC
CAMPAIGN POWER OF PURPOSE AWARDS · 2022
VMLY&R COMMERCE

GRAND PRIX - DIGITAL

SILVER - DIRECT
TWITTER MENA #FEMINIEARABIC
DUBAI LYNX · 2022
VMLY&R COMMERCE

MAF CITY CENTRE DEIRA: THE TASTE OF VICTORY
LOERIES/ICSC · 2020
MULLENLOWE MENA
SHORTLIST, LOERIES, OUTDOOR, AMBIENT.
FINALIST, ICSC MENA, BEST PROMOTIONAL
CAMPAIGN.

BRONZE – INTERACTIVE

TWITTER MENA #ELEVATORTWEETS
DUBAI LYNX · 2019
VMLY&R COMMERCE

GRAND PRIX - FILM

DU TELECOM CSR #WOULDYOUSHAEREIT
DUBAI LYNX · 2018
LEO BURNETT

BRONZE – ACTIVATION

BRONZE – INTERACTIVE
SILVER – INTEGRATED MEDIA
MAX FASHION #FASHIONFORREALPEOPLE #BEREAL
DUBAI LYNX · 2016
LEO BURNETT

AGENCY OF THE YEAR

DUBAI LYNX · 2015
LEO BURNETT DUBAI

NETWORK OF THE YEAR

DUBAI LYNX · 2015
LEO BURNETT MEA

NETWORK OF THE YEAR

CAMPAIGN MIDDLE EAST · 2014
LEO BURNETT

NETWORK OF THE YEAR

DUBAI LYNX · 2014
LEO BURNETT MEA

TOP MEMORABLE CAMPAIGN IN MENA

NANDO'S KUWAIT FRED THE CHICKEN
CAMPAIGN MIDDLE EAST · 2014
LEO BURNETT MEA

BRONZE - MEDIA

OOREDOO #ALRABAA RAMADAN
DUBAI LYNX · 2013
LEO BURNETT QATAR

SILVER – INTEGRATED

QTEL QATAR PROPHET MOH'D MESSAGE
DUBAI LYNX · 2013
LEO BURNETT QATAR

BRONZE - MEDIA

OOREDOO #ALRABAA RAMADAN
MENA CRISTAL · 2013
LEO BURNETT QATAR

BEST DIGITAL CAMPAIGN MENA

BEAT FM'S LOOKALIKE COMPETITION
ARABNET DIGITAL SUMMIT · 2012
PRODIGI CORPORATION

NETWORK OF THE YEAR

LEO BURNETT MENA
MENA CRISTAL · 2012

BEST FACEBOOK APPLICATION ELECTRONICS

LG LEVANT
PAN ARAB AWARDS ACADEMY · 2012
PRODIGI CORPORATION

GOLD – FOOD MARKET

NANDO'S KUWAIT: FRED THE CHICKEN
MENA CRISTAL · 2009
LEO BURNETT KUWAIT

JURY AWARD – IDEA

NANDO'S KUWAIT: FRED THE CHICKEN
MENA CRISTAL · 2009
LEO BURNETT KUWAIT

GOLD – INTEGRATED

NANDO'S KUWAIT: FRED THE CHICKEN
DUBAI LYNX · 2008
LEO BURNETT KUWAIT

Skillset

CREATIVE STRATEGY
BUSINESS STRATEGY
BRAND STRATEGY
ADVERTISING STRATEGY
CONTENT STRATEGY
BRAND IDENTITY
BRAND DEVELOPMENT
BRAND MANAGEMENT
UI & UX EXPERIENCE
CORPORATE BRANDING

CREATIVE DIRECTION
CORPORATE IDENTITY
CONCEPT DEVELOPMENT
DATA ANALYSIS & RESEARCH
INTEGRATED MARKETING
MARKET RESEARCH
BUSINESS ANALYSIS
TEAM MANAGEMENT & LEADERSHIP



Education



COMPLETION CERTIFICATE, SUSTAINABLE BUSINESS STRATEGY
HARVARD BUSINESS SCHOOL ONLINE- 2020



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



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

Info & Contact

A Jordanian citizen, residing in both Valletta, Malta, and Dubai, United Arab Emirates, possesses the UAE Creative Golden Visa, EU work permit and a UK Creative worker visa concession granting the right to work across the EU, UK, and UAE.

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