

# Hi! I'm Moey.

LET ME INTRODUCE MYSELF QUICKLY



**I'm a multi-awarded advertising professional, started as one of the "The Matrix" fans, when the red & blue pills came handy in action.**

**Yes, I designed obnoxious "fan" sites and zines back on Geocities in 1999 before Y2K ended life.**

**A digital netizen that started breathing the internet back in the 28.8 kbit/s dial-up modem world.**

**I initially started off as a graphic designer back in 2006 at one of the world's top advertising agencies, Leo Burnett and then the rest is history.**

**One of the few lucky ones in the region to have become hybrid creatives at a young age.**

#### **Recent Achievements:**

- Silver Cannes, Social & Influencer Category, Grand Prix at Dubai Lynx 2022 & Silver at Campaign US Power of Purpose 2022 for Twitter's #FeminineArabic: Enabling Arab Women to have a voice on a social media platform. (Board on the last page of this deck).
- Running the longest promoted Twitter emoji hashtag engine ever, 9 months for #Expo2020Dubai.
- Setting 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



Sep 2022 - Oct 2022  
Director of Branding & Marketing  
**VURSE**  
Freelance Role

Joined forces with Vurse to create the brand identity, positioning, guidelines and build the marketing department. Working closely with creators and leaders in video social marketing. Vurse is an Interactive short-video platform that aims to put ownership back into the hands of the creator through a decentralised content creator ecosystem.



Jun 2022 - Sep 2022  
Head of Brand  
**SELL ANY CAR**  
Freelance Role

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**  
Freelance Role

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**  
Freelance Role

Supporting create the digital & social media strategy.

**Highlights:**

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



Dec 2021  
Strategy Director  
**BRUCE CLAY MENA**  
Project Role

Working 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**  
Full-time Role

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**  
Freelance Role

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**  
Project Role

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**  
Project Role

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**  
Project Role

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.



Jul 2020 - Oct 2020  
Strategy Director  
**GRINTAFY TECHNOLOGIES**  
Project Role

Joined to help Grintafy relaunching their app after the COVID-19 lockdown has been lifted on sporting premises in Saudi Arabia.

**Highlights:**

- Created the #WreAreBack campaign, producing a photoshoot and 4-short films to be used across social media.
- Created the CRM strategy for the app in 2021 to attract new joiners & retain existing users.



May 2020 - July 2020  
Strategy Director  
**DENTSU INTERNATIONAL**  
Freelance Role

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

Project Role

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

Freelance Role

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

Freelance Role

Reporting into the Managing Partners and sitting on the leadership team, I led 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:

- Relaunched 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

Full-time Role

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

Full-time Role

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

Full-time Role

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.

Easy career journey can be found on

# 20+ 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  
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





# Education

CERTIFICATE, DIGITAL STRATEGY  
HARVARD BUSINESS SCHOOL, USA - 2016

B.A. FINE ARTS, DESIGN  
AMMAN UNIVERSITY, JORDAN - 2010

DIPLOMA, FILM MAKING & MULTIMEDIA  
SAE INSTITUTE, BIRMINGHAM - UK - 2005

# Ways to reach me

BLOG: [WWW.ISIT1995.COM](http://WWW.ISIT1995.COM)

WEBSITE: [WWW.WHYHIREMOEY.COM](http://WWW.WHYHIREMOEY.COM)

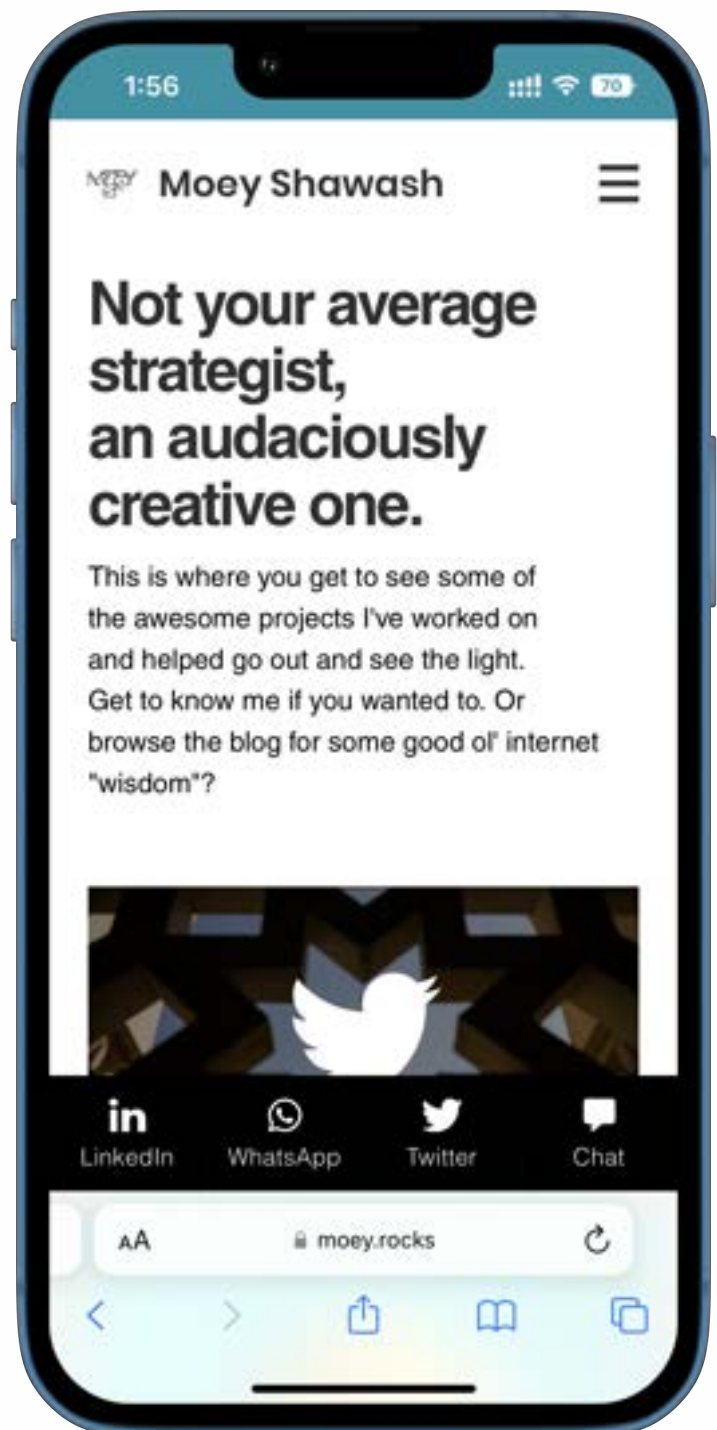
PORTFOLIO: [WWW.MOEY.ROCKS](http://WWW.MOEY.ROCKS)

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PHONE OR WHATSAPP: +971501105858

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# A movement that invited brands to shape and transform conversations, addressing Arab women as women.

## THE EQUALITY

The Arabic language differentiates how women and men are referred to through its nouns and pronouns. Yet, women Arabic speakers are still widely addressed in the masculine form.

## CHANGE IN THE MAKING

Twitter saw an opportunity to drive true societal impact by starting a movement with inclusivity and respect at the core of it.

But how to start such conversation?

## BRANDS EMPOWERED THE MOVEMENT

Twitter knew that to be successful and amplify the movement it would have to get brands to share its vision. So, Twitter enlisted them to ensure the cause would pick up momentum and become part of popular culture. And... by taking such stand, brands would increase their own reputation and closeness levels with female consumers across Arabic speaking countries.

## INNOVATION BEYOND THE TWEET

A first-of-its-kind feature allowed brands to engage with Arabic speaking women in the feminine form, helping them to claim their place in the platform and in the conversation. All that while helping brands to become more relevant and appreciated. A smart solution benefiting both society and businesses.

The new feature was launched through an integrated plan: The innovation was posted across Twitter, targeting brands, media channels, influencers, and Arab Leaders.



+50

brand campaigns committed to inclusive language, including:



Trending topic in UAE, KSA and Egypt

40%

of leading brands in the Middle East participated

+18MM

Impressions all over the world

+190

brands joined the conversation

+20,000

campaign mentions

+140

media outlets covered the campaign, including:

