

— PORTFOLIO · 2026

Mahmoud Osama

Marketing strategist & creative lead

Brand strategy, go-to-market and content production for
brands in Saudi Arabia, the Gulf and Egypt.

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ABOUT

A strategist who also builds the work.

I have spent 10+ years in digital marketing, on top of a design practice that goes back to 2010. I work the way senior teams do: research first, then strategy, funnel and personas, and only then the deliverables — decks, campaigns, scripts and AI-produced content.

Today I lead creative marketing at RAC Construction and build strategy for Saudi brands at Crop Media.

EDUCATION

MBA — RB College of the United Kingdom, 2025

BBA, Marketing — Egyptian E-Learning University, 2020

MARKETS

Saudi Arabia, the wider Gulf and Egypt

SECTORS

Food & hospitality, fintech, construction, retail, healthcare and B2B services

TRACK RECORD

A decade of growth you can measure.

20M+

SAR in revenue generated for client companies

70+

Digital and social media strategies delivered

150+

Social media channels managed

50+

Startups and corporations advised

Agency and in-house work across Egypt and Saudi Arabia.

EXPERIENCE

From Cairo agencies to Saudi leadership.

Jun 2026 — Present

Marketing Director

Crop Media · Al Khobar, KSA

May 2023 — Jan 2024

Senior Account Manager

3C Communication · Cairo

Apr 2025 — Present

Creative Marketing Manager

RAC Construction · Al Khobar, KSA

Dec 2022 — Apr 2023

Digital Marketing Team Leader

Why for Home Furniture · Cairo

Dec 2024 — Mar 2025

Marketing Director

Brandita · Cairo

Apr 2019 — Dec 2021

Head of Digital Marketing

Crop Media · Egypt

2024

Digital Marketing Specialist

Mash Premiere · Cairo

2015 — 2019

Marketing & design roles

Etripme Travel (KSA), LINE Designers, Rawaj and others

METHOD

Research first. Then the work.

01	02	03	04	05	06
Research	Strategy	Funnel	Personas	The deck	Execution
Market, competitors and a structured owner questionnaire	Positioning, objectives and a phased roadmap	A stage-by-stage journey with one KPI per stage	Real buyer profiles that drive content and targeting	A CEO- and investor-ready story of the plan	Campaigns, budgets, scripts and AI-produced content

LATEST WORK · 2025 — 2026

Recent work.

Five projects from the last eighteen months, most of them in Saudi Arabia's Eastern Province.

01

Lbbak

Social fintech · Pre-launch go-to-market strategy

02

Moharram Bek

Restaurant, Dammam · 2025 results, 2026 growth, 2027 plan

03

RAC Construction

In-house brand and content · Al Khobar

04

Saudi client work

Hospitality, grooming, investment and construction services

05

AI production studio

Video, image, music and voice pipelines

Designing the launch of a regulated fintech brand.

Lbbak is preparing to bring a deep-rooted Saudi tradition — gifting money for life's occasions — into a secure, SAMA-supervised digital experience.

I was brought in before launch to build the go-to-market strategy and the growth story the founder takes to investors and banks.

Pre-launch strategy · details confidential

Founder-level partner

Worked directly with the CEO from discovery to the investor pitch

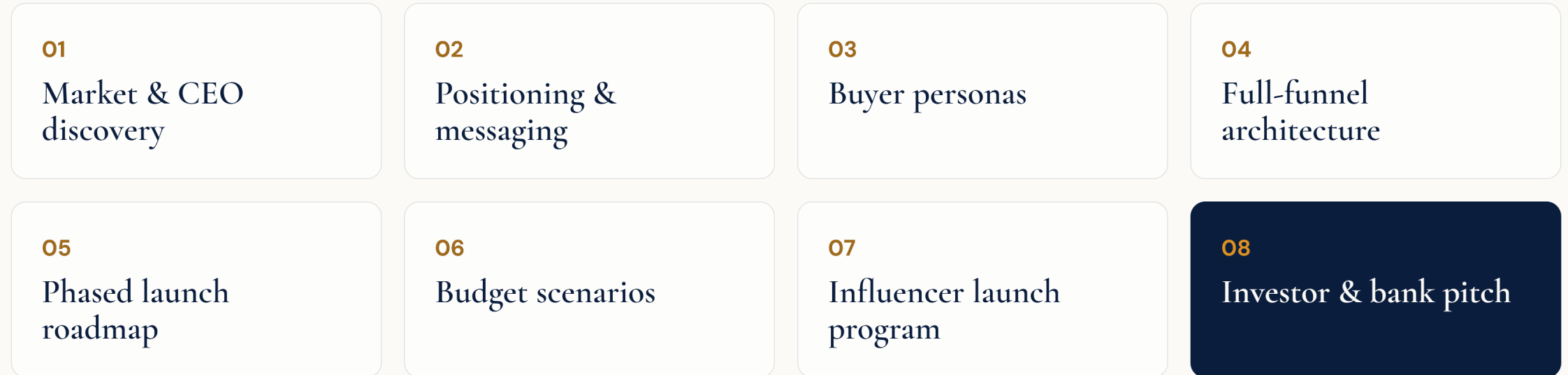
Regulated category

Positioning that turns compliance and trust into a selling point

Bilingual by design

Strategy and investor materials in English and Arabic

A complete go-to-market system, ready to launch.



Every piece was built for execution: clear KPIs per stage, a North Star metric and channel plans ready for launch day.

Brand first — and the sales followed.

As Marketing Manager over a 1-year-9-month partnership, my call was to build the brand before chasing short-term promotions: a consistent content system, fast community care and disciplined media spend.

2025 shows what that buys: high sales on a very small ad budget. And 2026 is running 47% ahead of it.

[Read the launch strategy →](#)

+58%

Q4 2025 sales above break-even

+48%

orders in 2026, year on year

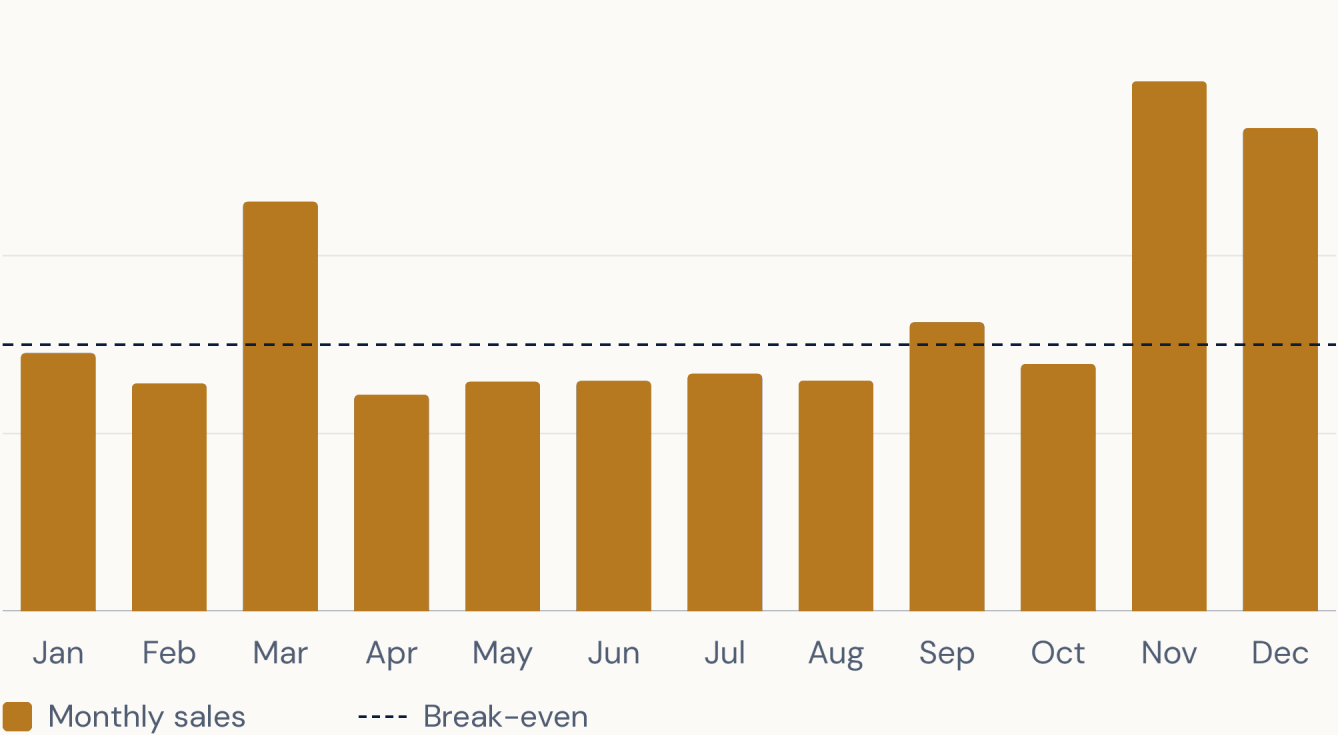
≈ 45×

return on ad and SMS spend

23.5M

video views on Facebook,
Instagram and TikTok

Q4 sales ran 58% above break-even.



+41%
Q4 sales vs. Q1

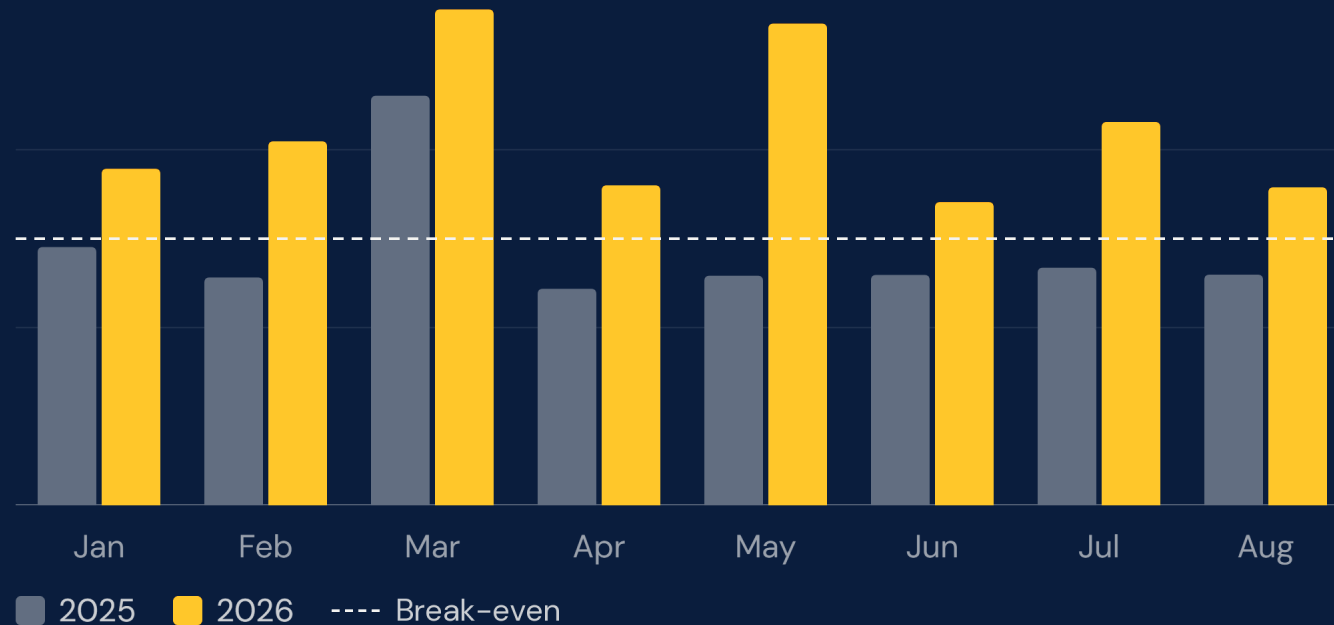
76x
ROAS in November, the best month

11.5%
of customers loyal, with 3+ orders

87%
Facebook message response rate (80% on Instagram)

MOHARRAM BEK · 2026 SO FAR

Every month of 2026 above break-even.



+47%

sales vs. Jan–Aug 2025

+48%

orders, year on year

8 of 8

months above break-even (1 of 8 in 2025)

≈36×

ROAS across Meta, TikTok, Snapchat and loyalty SMS

Next: turn one-time guests into regulars.

66% of 2025's customers ordered only once, and 10.3% are loyal. The 2027 strategy is built on that gap.

01

Loyalty tiering

Tiers that move one-time guests to a second and third order

02

Media buying

Budget set by objective and funnel stage to protect the return

03

Content system

A repeatable engine across Facebook, Instagram and TikTok

04

Order value

Bundles and upsell moments to lift the average order

Making a contractor's work visible.

As Creative Marketing Manager, I own RAC's brand in-house — from paid campaigns to every printed piece.



LinkedIn advertising

Planned and launched RAC's LinkedIn ad campaigns to reach B2B decision-makers



Print & official documents

All creatives for print and official documents, including the corporate company profile



Project documentation

Drone photography and time-lapse films across five portfolios

Commercial

Industrial

High-rise

Drive-thru

Petrol stations

Diagnosis before prescription.

RESTAURANT · DAMMAM

Lyali Al Maamoura

Full diagnostic and repositioning — pricing perception, influencer strategy and content language — delivered as an Arabic proposal.

MEN'S GROOMING · DAMMAM

ROI Salon

Discovery to pricing — competitor audit, brand promise, buyer personas and a scoped monthly retainer.

INVESTMENT · BRAND IDENTITY

Arsan Investment

A modern, minimal wordmark identity in deep green, gold and charcoal for a new Saudi investment company.

CONSTRUCTION SERVICES · DAMMAM

Pipe insulation campaign

Saudi-dialect Reels built on everyday stories — water bills, home protection — produced with AI video and clear local calls to action.

Faster production, same craft.

Video

A reusable prompt system for Veo 3, Kling, Seedance, Runway Gen-4, Sora and Hailuo, with a style lock that keeps shots consistent.

Image

Campaign visuals in Magnific, Midjourney, Flux, Ideogram and Nano Banana — including a signature selective-colour portrait style.

Music & voice

Sonic identities in Suno — like the Business Lite intro, break bed and outro — plus ElevenLabs voice cloning and Arabic voice direction.



Every script ships as shot-by-shot visuals with voice-over per shot — in Saudi dialect, Egyptian Arabic or English.

A coffee-machine launch that sold out in three weeks.

As Marketing Director at Brandita, I led a three-wave launch: user-generated content, mid and micro influencers on Instagram and TikTok, and distribution across 90+ Facebook pages with 2M+ followers each. Memes and comics locked in recall; one TikTok reached the Explore page.

[Read the full case study →](#)

Millions

of EGP in revenue in two weeks

4,000+

units — two containers sold out in three weeks

9.5M+

total reach

1.8M+

video views and 19.6K+ engagements

* Sales and revenue values have been encoded to protect the privacy and confidentiality of client and company information.

Nine months at a ROAS of about 12.

Millions

of EGP in sales



XZone 730 — anniversary film I scripted, featuring Khaled Eliesh; 600K+ views

Millions

monthly sales, on six-figure ad spend



iPhone 15 launch — announcement video for the store-exclusive release

4.5M+

video views



Used iPhones — the account's most-viewed content; 1.8M views

* Sales and revenue values have been encoded to protect the privacy and confidentiality of client and company information.

DR. ABDULLAH SHAHEER · 2019–2021

A new surgeon, known across the Arab world.

Brand identity, influencers, TV interviews and a booking website for a Cairo plastic surgeon — sustained through COVID.

1K → 25K+ Instagram followers

7–10 surgeries a month, plus ~200 clinic visits

100+ surgeries for patients from other Arab countries

[Read the case study →](#)

MARBOHA STORE · ONE-MAN CREW

A brand built in two weeks on 9K EGP.

An affiliate e-commerce store run on an "act like a noob" low-budget ad strategy, low prices and volume sales.

Tens of K EGP income in the first quarter

Profit in the first quarter, on 9K EGP total cost

170% return on investment

[Read the case study →](#)

* Sales and revenue values have been encoded to protect the privacy and confidentiality of client information.

STRATEGY LIBRARY

Full strategies, ready to read.



Rosovina

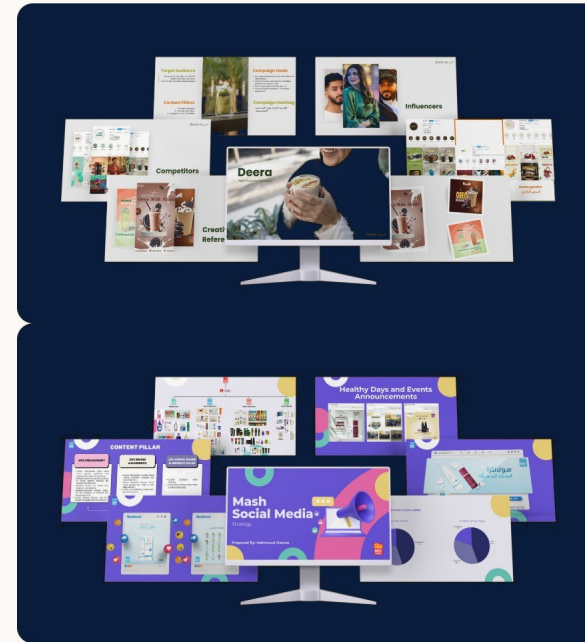
Gulf flowers & gifts — proposal and strategy

[Read →](#)

HR Path

B2B thought-leadership strategy for Saudi HR

[Read →](#)



Deera Cafe

New-products campaign for a summer drinks launch

[Read →](#)

Mash Premiere

Skincare and haircare, personalized social strategy

[Read →](#)

MORE STRATEGIES

Eight industries, one method.

RESTAURANT · KSA

Moharram Bek

[Read →](#)

HOME APPLIANCES

One Life

[Read →](#)

MOBILE RETAIL

XZone — audit

[Read →](#)

INSURANCE

Neqabty · WL Care

[Read →](#)

FOOD PRODUCTS

Britannia

[Read →](#)

FASHION RETAIL

Camicissima

[Read →](#)

DERMATOLOGY

Dr. Dalia Clinic

[Read →](#)

HR SOFTWARE

Link HR System

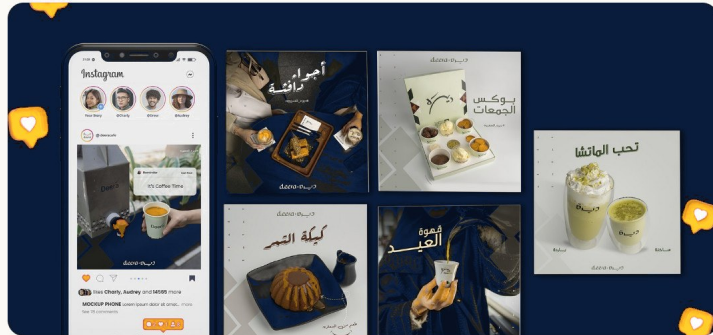
[Read →](#)

SOCIAL MEDIA MANAGEMENT

Feeds that look like brands.



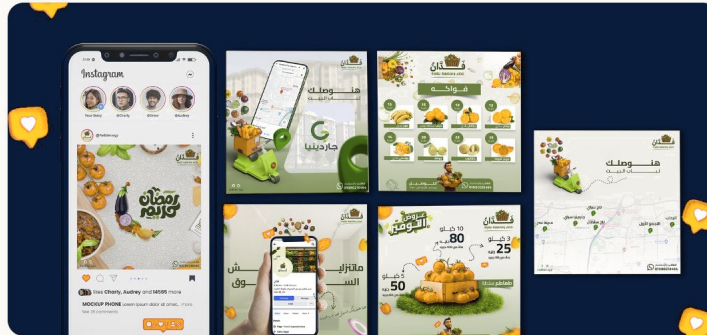
Indo Village · Restaurant



Deera Cafe · Coffee



Makeen · Law office



Faddan · Food



Sealy · Mattresses

150+

channels managed across food, retail, legal, health and B2B

SKILLS & TOOLS

Strategy, performance and craft.

Strategy

Go-to-market plans
Funnels & personas
Budget scenarios
CEO & investor decks

Performance

Media buying
Meta & Google Ads
SEM
Reporting & ROAS

Creative

Graphic design
Video editing
2D motion
Web design
Scripts — shot + VO

Tools

Photoshop, Illustrator
Premiere, After Effects
ChatGPT, Gemini, Claude
Veo, Kling, Magnific
Suno, ElevenLabs

Working languages: Arabic (including Saudi dialect) and English.

CONTACT

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