MAHMOUD OSAMA

mosama

Marketing Leader | Brand, Growth & AI-Powered Content | MBA

Al Khobar, Eastern Province, Saudi Arabia | Open to relocation | Transferable residency

+966 50 110 9812 mosama.business@gmail.com mosama.business LinkedIn Behance

PROFESSIONAL SUMMARY

Marketing leader with 10+ years in digital marketing and a design practice dating back to 2010, across agency, in-house and freelance roles in Saudi Arabia and Egypt. Contributed to SAR 20M+ in revenue for client companies, including SAR 4.04M in restaurant sales at ~45x return on ad spend and an 18M+ EGP retail account at ~12.3x ROAS. Combines brand and growth strategy with hands-on creative and AI-powered production. MBA-qualified; bilingual Arabic (incl. Saudi dialect) and English.

CORE COMPETENCIES

- Digital & Growth Marketing Strategy
- Performance Marketing & Paid Media (ROAS / CPA optimization)
- AI-Powered Video & Image Production, Scripting & Motion Graphics
- Investor, CEO & Board-Level Presentations
- Brand Positioning, Identity & Campaign Development
- Social Media Strategy, Content Pillars & Community Management
- Influencer Partnerships, Events & Activations
- Team, Agency & Client Leadership

PROFESSIONAL EXPERIENCE

RAC CONSTRUCTION GROUP · Al Khobar & Dammam, Saudi Arabia | Jan 2025 – Present

Creative Marketing Manager — RAC Construction

Oct 2025 – Present · Previously Digital Marketing Manager (part-time), Apr – Sep 2025

- Lead creative and marketing output for a specialized construction contractor: project-launch campaigns, corporate events, national-day activations, and all print and official materials.
- Delivered launch content for the Tania Water Factory and Al Tamimi Markets (Dammam), plus the Saudi Founding Day 2026 campaign; launched and manage the company's LinkedIn ad campaigns.
- Grew LinkedIn to 234K+ impressions and 2,954 new followers in 12 months (1,707 in one month from a hiring campaign) at a 10.9% organic engagement rate.

Marketing Manager — Moharram Bek Restaurant (RAC group company)

Jan 2025 – Present

- Lead end-to-end marketing: brand identity and logo, social media, paid ads, SMS, video content and influencer partnerships; film the brand's video content.
- Generated SAR 4.04M in sales and 25,109 orders in 2025 at ~45x return on SAR 89.9K of ad and SMS spend; Q4 2025 sales 58% above break-even.
- 2026 sales running 47% ahead (SAR 3.38M, Jan – Aug), every month above break-even; content reached 23.5M video views.

Marketing Director — Crop Media

Al Khobar, Saudi Arabia | Jun 2026 – Present

- Lead marketing strategy and delivery for a growth agency serving food & hospitality, construction and fintech clients in Saudi Arabia: research, strategy, funnels, personas, decks and execution.
- Built investor decks, CEO presentations and go-to-market strategies; planned a factory opening event expected to host a senior government official, negotiating with three event agencies.

Marketing Director — Brandita

Cairo, Egypt | Dec 2024 – Mar 2025

- Directed the One Life coffee-machine launch: a three-wave UGC, influencer and social campaign across Facebook (90+ partner pages), Instagram and TikTok.
- 9.5M+ reach, 1.8M+ video views and 30M+ EGP revenue in two weeks; sold out two shipping containers (4,000+ units) in three weeks.

Digital Marketing Specialist — Mash Premiere

Cairo, Egypt | Jan 2024 – Dec 2024

- Owned social media strategy for 12 pages of a pharmaceutical and consumer-health company; directed the creative team on content, design and video.
- Reported on channels driving ~300K EGP monthly sales on Amazon, Noon and Jumia and ~200K EGP on E-Mash Shop; restructured 10+ pages into 4 category pages plus one sales page.
- Built a 3-month strategy with 45/35/20 content pillars, KPI frameworks and 19 buyer personas; planned dermatologist live events and influencer partnerships.

Senior Account Manager — 3C Communication

Cairo, Egypt | May 2023 – Jan 2024

- Managed the XZone Store mobile-retail account: digital strategy, performance reporting and client relationship.
- Generated 18M+ EGP in sales and 4.5M+ video views on 150K – 250K EGP monthly ad budgets at ~12.3x average ROAS.
- Wrote and produced the “XZone 730” anniversary campaign with Khaled Eliesh (600K+ views); led the iPhone 15 launch and a resale campaign that became the account's top content (1.8M views).

Digital Marketing Team Leader — Why for Home Furniture

Cairo, Egypt | Dec 2022 – Apr 2023

- Led the marketing team and full plan execution across Facebook, TikTok, Instagram, YouTube and LinkedIn; managed sales and branding ad campaigns and the monthly budget.

Head of Digital Marketing — Crop Media

Egypt | Apr 2019 – Dec 2021

- Worked directly with 40+ clients and oversaw 30+ more accounts across e-commerce, medical, electronics, apparel and B2B.
- Led a 2-year branding engagement for a cosmetic-surgery clinic, growing Instagram from 1K to 25K+ followers and stabilizing 200+ monthly visits.

Freelance Graphic Designer & Digital Marketer — Self-employed

Remote | 2010 – 2023

- Built brand identities for 15+ clients and created 20+ brands from scratch, plus social media management and 2D motion video. Clients included Vanilloz, French Home, Nahdet Misr, 300 Ice Cream (Qatar), MAF, In the Box and Orkida (KSA).

Earlier Career — 2015 – 2019

- Digital Marketing Specialist, Etripme Travel · Digital Marketing Manager, LINE Designers · Art Director, Rawaj-HCM.
- Graphic design roles at Nahdet Misr Publishing Group, AlNapedh Technology and 3C Communication.

SELECTED ADDITIONAL RESULTS

- Marboha Online Store: brand built in 2 weeks on a 9,000 EGP budget; 60,000 EGP first-quarter revenue; 170% ROI.
- Strategy and campaign work for Rosovina, Deera Cafe, HR Path, Sealy Mattress, Indo Village Restaurant, Makeen Law Office and Faddan.

EDUCATION

Master of Business Administration (MBA) — Oct 2024 – Mar 2026

RB College of the United Kingdom

Bachelor of Business Administration and Management — Marketing — 2016 – 2020

Egyptian E-Learning University

TOOLS & SOFTWARE

AI production: Veo · Kling · Seedance · Magnific · Nano Banana (Gemini) · ElevenLabs · Suno · ChatGPT · Gemini · Claude

Advertising & marketing: Meta Ads Manager · LinkedIn Campaign Manager · Zoho (email) · Notion · Foodics

Design & video: Adobe Photoshop · Illustrator · Premiere Pro · After Effects · Canva

LANGUAGES

Arabic — Native (incl. Saudi dialect for local-market content) | English — Professional working proficiency

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