

Bassem Sabeh Ayoun

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Professional Summary

With over 18 years of experience in marketing-communications roles, specializing in crafting and executing comprehensive strategic plans to drive brand dominance and market leadership, expertise extends to leveraging Marketing, Communications, Public relations, departments establishment and advanced market analytics for optimizing digital presence and amplifying campaign performance. Throughout this time, a proven track record has been built in managing high-impact, large-scale events while developing persuasive content and strategically overseeing multimillion-dollar marketing-communications budgets. In addition to leading cross-functional teams and conducting in-depth market analysis, a focus has been placed on utilizing data-driven insights to maximize ROI and achieve long-term business growth. As a multilingual leader, I have a strong commitment to driving innovation, accelerating organizational success, and delivering transformative results.

Core Competencies

- Strategic Marketing-communications Planning
- Campaign Management and Optimization
- Brand establishment & development
- Event Management and organizations
- Integrated Digital Marketing Strategy
- Departments establishment & development
- Budget Management and Financial Oversight
- Integrated Public relations Strategies
- Internal, External, Strategic & crisis communications management
- Advanced Data Analytics and Insights metrics

Professional Experience

Tas'helat Marketing Company (JV Saudi Aramco &

Total Energies) Saudi Arabia

Marketing-Communications Head | Jan 2024 Present

- Heading the strategic planning and execution of integrated marketing and communication initiatives for major corporate events, industry exhibitions, and national campaigns, significantly elevating brand reputation and stakeholder engagement across local and regional markets.
- Developing and executing targeted digital marketing and media campaigns supporting a high-impact multinational merger. Successfully increased stakeholder awareness and engagement by 40%, as measured through performance tracking tools such as Google Analytics
- Directing the end-to-end production of marketing collateral including digital content, executive messaging, corporate videos, brochures, press releases, and internal communications.
- Leading cross-functional collaboration with internal departments, senior executives, and external agencies to ensure timely, on-brand delivery of campaigns aligned with strategic business objectives.
- Overseeing brand management and corporate identity implementation across all touchpoints, ensuring brand compliance and positioning consistency throughout the organization and public-facing platforms.
- Conducting in-depth market research, media monitoring, and competitive benchmarking to gather actionable insights, which directly informed decision-making and contributed to more agile and responsive marketing strategies.
- Strengthening the company's digital presence by optimizing content strategies for social media, websites, email marketing tools, POS screens and the loyalty applications for both brands, achieving improved audience engagement and driving higher traffic and conversion rates.
- Playing a pivotal role in crisis communications and reputation management, ensuring prompt, transparent, and consistent messaging to protect the company's public image during high-stakes scenarios.
- Mentoring and developing a high-performing marketing and communications team, fostering a culture of innovation, accountability, and continuous improvement

Algihaz Holding Group, Saudi Arabia

Corporate Marketing & Communications Director | Jan 2021 – Dec 2023

- Establishing the marketing-communications department for the holding company and 11 subsidiaries from scratch, with the assistance of external advisors and agencies
- Setting up & Implementing the marketing-communications strategy & brand guidelines for the group and the subsidiary companies
- Directing all the marketing-communications collaterals and projects for the group internally and through agencies, consultants, internal designers, and creative teams (Websites, Digital brochure, Contents, Videos, SEO campaigns, newsletters, CEO speeches)
- Writing and Overseeing all internal and external communications materials from Press releases, speeches, Newsletters, social media posts and other communications tools in English, Arabic & French
- Setting up an ESG strategy & committee for the group companies along with a senior committee and managing the policy implementation internally (with Board members)
- Directing a team of communications officers, designers, digital and marketing specialists
- Leading all the events and exhibitions activities including Booth designs, stakeholders' management, Communications activities, MOU announcements and C-suite stakeholders communications
- Reporting to the group CEO and Vice Chairman

BHGE Oil & Gas, Dubai (JV GE Oil & Gas and Baker Hughes)

Senior Marketing-Communications Advisor | Feb 2017 – Nov 2020

- Managing marketing-communications strategies for high-profile events like IKTVA, ADIPEC, and SPE, leading to securing MOUs and deals totaling \$260M
- Developing and executed digital marketing campaigns to boost audience and stakeholder awareness of the multinational merger by 40%, as measured by market tools
- Managed the department's mar-comm collateral & tools (Website content, social media & Digital Marketing campaigns, Events & Exhibitions booths, Conferences PR management, brochures content & Video Production)
- Overseeing the public relations projects based on agencies contract during events & exhibitions (Press releases' preparations & distribution, Media Relations, Internal & external communications plans, Media forms, Briefs & presentations, speeches content, video scripts & storyboards)
- Preparing Marketing-communications engagement plans, digital Marketing strategies & projects, sponsorship studies, ROI & KPI measurement reports (for all events & projects)
- Monitoring the media & market research projects related to competition through online & social media sources (Digital campaigns, senior leaders' posts' analysis & audience insights tracking)

Al Khaleej Sugar Co, Dubai (Largest standalone sugar refinery in the world)

Senior Marketing-communications Manager | Aug 2012 – Dec 2016

- Directing all Marketing-Communications collateral including brochure, websites, social media sites, Outdoor marketing campaigns, ad designs & corporate video productions in regional and local markets
- Drawing & managing the Marketing, communications, PR & market research strategies on a quarterly & yearly basis
- Overseeing & writing press releases, speeches & internal announcements in several languages & during events, exhibitions & products launches
- Planning all events, conferences & exhibitions projects including: The yearly Gulfood exhibition (both consumer and manufacturer), The international Sugar conference in Dubai, The international SIAL exhibition ME, The Food Ingredients International in Paris.)
- Managing a team of Communications, Marketing, research & Digital design specialists
- Preparing questionnaires & surveys related to the Marketing, quality assurance & consumer insights on semester basis for local, regional & International B2B & B2C clients
- Conducted comprehensive market research to secure contracts from competitors, resulting in a 15% business increase, equivalent to 25M DHS
- Managing & increased the marketing budget based on bi-yearly ROI & BD increment

Mindshare Mena, Dubai (Top Tier advertising & Marketing agency)

Strategic Marketing & Research Manager | Sep 2008 – July 2012

- Managing Marketing-Communications, research & insights projects for a large agency client's portfolio (FMCG, F & B, Software, Automotive, Hospitality, Telecom, Tourism entities, Government organizations, Insurance, Oil & Gas, Industrial, Construction Sectors, Home appliances, Retail & Fashion...)
- Managing proposals, briefs, questionnaires & insights discussion guides' preparations for different quantitative, qualitative' & competitive research' projects
- Translating research findings into comprehensive & integrated marketing communication & business planning strategies for the clients & ensuring correct implementation for selective regional markets
 - Conducting and managing mystery shopping projects for retail, FMCG & Hospitality, Retail & Manufacturing clients.
- Analyzing & presenting findings & recommending KPI, promotional & Marketing' Insights for senior stakeholders and board levels
- Participating in the agency pitches & business plan strategies through in-depth research, communications & business insights analysis & recommendations
- Managing a team of 10 employees including marketing, communications & insights specialists

Cyrus group of companies, Dubai

Senior marketing-communications specialist | Aug 2006 – Aug 2008

- Preparing and planning advertising & marketing strategies for Lubricants products & brands
- Proposing branding tools for several group products (Oil brands, bitumen & pavement materials)
- Meeting advertising & marketing specialists for BTL, ATL & POS projects (Product lines brochure, flyers, Booth, TV Radio Ads, Newspapers & Magazine Ads)
- Conducting Market research & Customers analysis to secure correct market entry, sales forecasts & Marketing spending on existing and new products
- Overseeing all the events, conferences and exhibition participations related to the Oil, Bitumen including booth design preparations, promotional activities, media & PR relations
- Writing press releases & social speeches for the CEO during regional & International occasions & spreading news to media channels

Saudi Research & Publishing Company (SRPC), Saudi Arabia

Marketing & Advertising Executive-Agencies | Jan 2004 - Jan 2006

- Suggesting media & promotional plans for regional agencies & Media Buying units
- Visiting the agencies to promote supplements, special advertising spaces & proposed designs
- Advising advertising & marketing campaigns designs & budgets on monthly & quarterly basis

Education

University of Salford

- Master of Science Degree – Marketing | 2016

Lebanese University

- Bachelors' Degree – Communication & Public Relation | 2002

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Languages

- Arabic, Native
- English, Full Proficiency
- French, Professional