



Hosam Kateb

Strategic Communication & Media Professional

As a results-oriented media professional with nearly eight years of experience, I am dedicated to fostering creativity and strategic communication within the business environment. My career has been marked by a commitment to excellence and a passion for storytelling, enabling me to deliver successful projects and build meaningful connections with diverse audiences. With proven expertise in streamlining operations and catering to client expectations, I excel in outlining project plans and deliverables by thoroughly understanding the target audience. My ability to work with cross-functional teams, combined with strong communication skills, research abilities, and strategic intelligence, has been instrumental in driving impactful media campaigns. I am excited to bring my skills and expertise to a new opportunity where I can continue to contribute to innovative media solutions and strategic communication initiatives, consistently exceeding expectations.



NATIONALITY

Saudi Arabia



LANGUAGES

English
Native or Bilingual Proficiency

Arabic
Native or Bilingual Proficiency



CORE SKILLS

Campaign Development

Content Creation

Film and Theater Production

Strategy Development

Project Management

Professional and Creative Writing

Workshops and Training



SOFT SKILLS

Audience Insights

Industry Knowledge

Leadership

Communication

Public Speaking

Creativity

Problem Solving

Critical Thinking

Time Management

Teamwork

Decision Making

Innovation

Confidence



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WORK EXPERIENCE

Senior Marketing Specialist

1957 Ventures | Riyadh, Saudi Arabia

10/2023 - Present

Riyadh, Saudi Arabia

Roles & Responsibilities

- Spearheaded the development and execution of integrated marketing strategies to position 1957 Ventures as a leading FinTech-focused venture capital firm aligned with Vision 2030.
- Planned and managed high-profile activations, including the design and execution of the 1957 Ventures signing with NTDP at LEAP 2025.
- Produced and oversaw content strategy for social media platforms, growing community engagement and expanding audience reach across LinkedIn, X, and other key channels.
- Developed comprehensive marketing collateral, including presentations, pitch decks, and company profiles.
- Directed the go-to-market strategies for portfolio ventures, ensuring cohesive messaging and market alignment.
- Led teams to deliver targeted content that supported business development objectives and strengthened relations.
- Conducted competitive market analysis and positioning strategies to inform decision-making and refine the company's unique value proposition.

Content Director

Rumman Publishing Company

06/2023 - 09/2023

Jeddah, Saudi Arabia

Roles & Responsibilities

- Created, developed and executed communication strategies and campaigns internally and for external clients
- Developed and maintained partnerships with leading media entities
- Led a content team to develop high-performing content for various clients, as well as internally
- Managed complex production elements to deliver content campaigns for large clients
- Demonstrated strong editorial skills by reviewing and improving the monthly editorial content and publications



AREAS OF INTEREST



Sports & Athletics



Theater & Performance Art



Film & Television



Literature & Poetry



Podcasts & Radio



News & Events



WORK EXPERIENCE

Assistant Director

Sela

03/2019 - 06/2023

Jeddah/Riyadh, Saudi Arabia

Roles & Responsibilities

- Developed strategies for experiences and ideations for the Jeddah and Riyadh Season
- Played a crucial leadership role in the successful execution of the high-profile Riyadh & Jeddah Seasons events
- Managed the Sela Studio operations, including overseeing writers, productions, pitches and content
- Utilized productions skills to produce engaging theater productions and film content
- Effectively managed logistics, budgets, and financials to ensure smooth operations
- Managed working relationship with IPs and productions

Copywriter

Rumman Publishing Company

02/2018 - 01/2019

Jeddah, Saudi Arabia

Roles & Responsibilities

- Delivered impactful written content for the Destination KSA publications
- Conducted insightful interviews with distinguished individuals
- Developed communication and social media strategies for clients
- Worked with the creative team to develop pitches for prospective clients



EDUCATION

Executive MBA

Mohammed Bin Salman College for Business & Entrepreneurship

09/2024 - Present

Jeddah, Saudi Arabia

Bachelor's in Communication & Journalism

College of Arts and Sciences: Media and Film Suffolk University

2015 - 2017

Boston, USA



PROFESSIONAL SKILLS

Partnership Development

- Strategically Identify and Manage Relationships
- Conduct Comprehensive Research
- Evaluate Potential Partners
- Define Clear Objectives
- Manage Ongoing Relationships
- Monitor Partnership Performance
- Report on Partnership Outcomes

Strategy

- Develop Comprehensive Business Strategies
- Conduct Market Analysis
- Align Strategic Plans with Vision
- Monitor and Adjust Strategies
- Collaborate with Leadership
- Risk Management
- Innovate and Adapt
- Conduct Cultural Research

Communication

- Develop and Implement Communication Strategies
- Create and Produce Content
- Facilitate Internal Communication
- Execute External Promotion Campaigns
- Establish Media Relations



PROFESSIONAL SKILLS

Stakeholder Engagement

- Foster Strong Relationships
- Analyze Communication Performance
- Coordinate Cross-Functional Efforts
- Stay Current with Trends
- Engage with Community
- Stakeholder Feedback



WORKSHOPS AND COURSES

Sketch Writing

Fennec

2023

Jeddah

Course Content

- Instruct and work alongside intermediate comedy writers in enhancing their characters, dialogue, joke mechanics, and structure of their scripts

Improv 101

Alf Wad

2017

Jeddah

Workshop Content

- Instruct beginners in the basic elements and art of improvisational comedy



WRITING

Article

Jeddawi's Guide to Summer

2024

https://destinationksa.com/destination-magazine/dksa-summer-issue-may_june_2024-jed/

Article

Riyadhi's Guide to Summer

2024

https://destinationksa.com/destination-magazine/dksa-summer-issue-may_june_2024-jed/

Article

Dining Diaries

2024

https://destinationksa.com/destination-magazine/dksa-summer-issue-may_june_2024-jed/

Article

Saudi Arabia's Gigaprojects

2024

<https://destinationksa.com/destination-magazine/destination-saudi-magazine-137-riyadh/>

Article

Fennec: Theater Community

2024

<https://destinationksa.com/destination-magazine/destination-ksa-135-the-culture-issue-riyadh/>

Article

Insights from Game Developers

2023

<https://destinationksa.com/destination-magazine/destination-ksa-135-the-culture-issue-riyadh/>

Substack

Reflections of the Ring

2024

<https://substack.com/@katebwrites>

Creator and author of Reflections of the Ring, a long form Substack publication exploring the myths, storytelling, and humanity within professional wrestling, with a focus on thematic analysis over historical recounting.