

# Mahmoud Ismail

Brand & Marketing Strategy | Building Brands With Clarity, Trust & Growth

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## SUMMARY

With over 12 years of experience in brand marketing and creative fields, Mahmoud Ismail excels in driving brand growth and creating impactful narratives for more than +50 brands around the globe. He holds a Mini MBA in Brand Management and a certificate from the London Business School in Strategic Brand Management, along with a BA in Communications & Advertising.

Mahmoud has worked with both local and global organizations such as NEOM and the Ministry of Culture in Saudi Arabia. He also has event management experience in multiple events such as El Gouna Film Festival. With a BTL & ATL background, he leads a team of over +70 experts and collaborates with international agencies. His expertise spans strategic communication in financial services and fintech sectors.

Currently working as MD of Minto. Previously, worked as group Head of Brand Marketing at MyFatoorah, VP Brand of a digital bank in KSA.

## EXPERIENCE

### Strategic Brand Marketing Consultant

1/1/2025 - Present - Riyadh, Saudi Arabia

Enjaz

- Leading brand & marketing strategy to elevate market awareness and perception.
- Driving rebranding and positioning initiatives to strengthen brand relevance.
- Aligning cross-functional teams to ensure consistent brand communication.

### Managing Partner

1/1/2023 - Present - Riyadh, Saudi Arabia

Minto

- Leading the agency's vision, strategy, and overall business direction.
- Overseeing brand, marketing, and creative delivery across all client engagements.
- Managing teams, confirming quality, performance, and consistent brand standards.

### Group Head of Marketing

1/1/2024 - Present - Riyadh, Saudi Arabia

MyFatoorah

- Leading the marketing team in 8 countries to develop and execute comprehensive brand strategies.
- Managing cross-functional teams to ensure cohesive brand communication.
- Spearheading major marketing campaigns, resulting in a 20% increase in brand awareness.

### VP Brand

02/2022- 1/1/2024- Riyadh, Saudi Arabia

Tweeq

- Revamped brand identity and positioning through strategic marketing.
- Handled production channels and acquisition of the waiting list.
- Developed creative communication campaigns that aligned with brand marketing goals.

## Brand Director

01/2022 - 01/2023 - EG

Nexta

- Oversaw the art direction for marketing campaigns.
- Developed creative strategies that aligned with brand goals.
- Led a team of designers to produce high-quality visual content.

## Brand Director

04/2021 - 01/2022 - New Jersey, US

EVIVA LLC

- Led the design team in creating compelling brand visuals.
- Managed projects from concept to completion, ensuring brand consistency.
- Improved brand perception through strategic design initiatives.

## Creative Director

07/2019 - 01/2022 - EL Gouna

El Gouna Film Festival

- Directed the visual branding for the festival.
- Worked with cross-functional teams to deliver cohesive event experiences.
- Boosted festival attendance through targeted advertising efforts.

## Creative Art Director

01/2021 - 06/2021

Shoot the Moon, London

- Directed creative projects for various clients.
- Enhanced client brands through innovative art direction.
- Collaborated with marketing teams to align creative efforts with brand strategy.

## Creative Art Director

09/2020 - 02/2021

NEOM

- Developed the visual identity for Neom projects.
- Worked closely with marketing to ensure brand alignment.
- Increased brand engagement through creative campaigns.

## Creative Art Director

04/2020 - 08/2020

Hwadi Group, Riyadh

- Managed the creative direction for the group's brands.
- Coordinated with cross-functional teams to deliver integrated marketing solutions.
- Strengthened brand presence through strategic art direction.

## Art Director

03/2019 - 04/2020

CIB Egyptian Squash Open  
Sawiris Cultural Awards  
Color Run Egypt  
El Gouna International Squash Open

## Art Director

03/2018 - 06/2019

Brandik

## Senior Creative & Designer

01/2017 - 06/2018

InSocial, EG

## Senior Creative & Designer

04/2016 - 06/2017

Dottopia, EG

## Digital Art Director

01/2015 - 06/2016

Thatek

### **EDUCATION**

## Mini MBA Brand Management

01/2023 – 12/2023

Marketing Week Mini MBA Professor Mark Ritson

## Mass Comm, PR & Advertising

01/2013 – 12/2017

October 6 University

## Brand Marketing Diploma

01/2013 – 12/2017

London Business School

### **CERTIFICATIONS**

- McKinsey Forward Program
- Google Digital Garage
- Digital Marketing by Google
- Design Thinking, HP
- Adobe Program
- ADAA 2017 Participant, AdobeEDU
- SEO, Udemy
- YouTube Creator Academy
- Twitter Flight School
- Facebook Blueprint

### **SKILLS**

- Public Relations
- Marketing Management
- Communication
- Brand Management
- Creative Strategy
- Branding & Identity
- Project Management
- Team Management
- Cross-functional Team Leadership
- Team Coordination
- Advertising
- Art Direction
- Brand Awareness