

Abed Soubra



KSA | Dubai | Beirut

 12/10/1989

 Lebanese

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WORK EXPERIENCE

2025

Project Director - Diriyah Season 25/26 (Freelance)

Consortium of Agencies
Riyadh

- Turned Diriyah Season's vision into actionable plans through strategic leadership
- Served as the main liaison between DGDA and the consortium of agencies, aligning all parties on goals and approvals
- Guided the creative direction and visitor experience to authentically represent Diriyah's story and identity, including direction on theme song, and voice-over productions
- Lead and motivated multidisciplinary teams and partners, driving collaboration, accountability, and delivery excellence

2024 -
2025

Head of KSA Office | Account Director

HuManagement
Riyadh - Dubai

- Oversaw all office operations
- Developed and implemented office policies and procedures to enhance efficiency
- Lead and managed a team of AMs, AEs and talent managers, providing guidance, support, and performance evaluations
- Ensured compliance with company policies, legal regulations
- Lead influencer campaigns and supported managers - executives, from identification, creative, implementation, and reporting
- Aligned and collaborated with media, PR, social, brand activation, digital to deliver best-in-class campaigns for the clients
- Built and maintained strong relationships with influencers and brands, ensuring effective communication and collaboration
- Lead a team of AMs and coordinators, providing guidance and support to achieve objectives
- Planned and organised photoshoots, voiceover work and filming with celebrities/influencers
- Clients: **Samsung - Nissan - Sephora - Nivea - Montblanc - Vanguard (Esports World Cup) - UNHCR - U.S. Embassy Riyadh**

2022 - 2023

Account Director

Different

Riyadh

- Developed and nurtured excellent client relationships
- Lead clients' campaign advertising strategies
- Briefed designers and copywriters
- Managed and inspired the creative team
- Delivered projects on time and within budget
- Conducted performance evaluations
- Grew current accounts
- Maintained a detailed awareness of relevant market trends and developments in the wider advertising and communications industry
- Clients: **Al Majal Al Arabi - SRACO - SAMAYA - Armada Holding - Greendunes Landscapes - GTS - Red Sea Marine Transportation**

2021 -
2022

Account Manager

Digitect

Jeddah

- Communicated regularly and acted as a liaison with clients at a senior level
- Planned and implemented digital strategies for clients
- Used necessary skills and knowledge to push clients, the team and the agency in the most productive direction
- Pitched fresh and innovative ideas to clients on a regular basis
- Recommended, designed and implemented digital projects to increase client's ROI
- Developed marketing strategies and tactics that are tailored and effective for clients
- Identified opportunities to improve overall agency process and optimize profitability
- Fostered good relationships with all internal departments and cross-functional teams
- Assisted where possible with the coaching and development of more junior members of the team
- Pro-active leadership that encouraged and motivated teams to perform to the best of their ability
- Clients: **Bentley - Lamborghini - Bugatti**

2019 - 2020

Cluster Assistant Marketing Manager

Marriott Riyadh Hotels

Riyadh Marriott - Marriott Riyadh Diplomatic Quarter - Courtyard Riyadh Diplomatic Quarter

- Contributed to the development of marketing plans for the brand, services, including research
- Authored, maintained and created content on Social Media platforms
- Developed and managed all social media activity for the cluster and continuously supported departmental initiatives
- Brand champion, ensured all collateral conforms to agreed brand standards and content is compliant of corporate guidelines
- Produced, edited, and proofed copy for marketing communications consisting of magazines, marketing collateral, eflyers, and website content
- Analyzed clients and marketing opportunities in areas that will realize the best ROI
- Acted as Marketing representative for the cluster during commercial focus meetings, and attracted considerable revenue-driving opportunities with key stakeholders and organizations
- Secured long-term partnerships and collaborations with international & local brands and organizations to drive awareness and footfall: **Camel Step**
- Secured a generous PR exposure for all outlets through stars, bloggers, and influencers
- Conducted training for over 5 marketing fresh graduates and sales team members
- Worked closely with Cluster Marketing Director & GM

2016 -
2017

Communication Manager

Expo Horizon
Riyadh

- Working with clients to identify their needs
- Organizing facilities and details such as decor, catering, entertainment, location, special guests, equipment, promotional material
- Specifying staff requirements and coordinate their activities
- Cooperating with marketing and PR to promote and publicize events
- Proactively handling any arising issues and troubleshooting any emerging problems on the event day
- Managing project costs, budgets and client expectations
- Anticipating and making recommendations for client needs
- Working with creative team to bring ideas into the mix and to offer suggestions
- Ensuring compliance with insurance, legal, health and safety obligations
- Main clients: **Sony - Zain - STC - PLG - BAE Systems - GACA**

2015 - 2016

Account Manager

Genesis
Riyadh

- Acting as the link between the client and advertising agency by maintaining regular contact ensuring that communication flows effectively
- Meeting and liaising with clients to discuss and Identify their advertising requirements
- Working with the Account Director to brief media, creative and assist the formulation of marketing strategies
- Main clients: **Zain – Huawei – Ibn Khaldoun Schools**

2014 - 2015

Brand Activation Manager

Leo Burnett
Riyadh

- Gaining a strong knowledge and understanding of a clients' brand and products
 - Organizing weekly team meetings with supervisors and promoters
 - Involved in the day to day management of clients
 - Responsible of team building
 - Address client concerns and ensure the resolution of issues in a timely manner
 - Expertise to set strategic priorities and give clear strategic direction
 - Preparing various reports surrounding the metrics of the consumer engagement department
 - Developing and presenting solutions
 - Hiring and training efficient cross functional teams
 - Main clients: **PMI – Samsung – Nescafe**
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EDUCATION AND TRAINING

2008 -2013

Bachelor of Business Marketing

(AUST) American University of Science and Technology - Beirut

PERSONAL SKILLS

Languages

- English - Arabic - French

Organisational / Managerial Skills

- Hired & trained a team of 50 people - *Leo Burnett*
- Lead & managed a team of 250 people - Expo Horizon, *Gamers Day 2016 event*
- Lead a talent management project for the *EWC 2024 (Esports World Cup) - POWR & Falcons*

ADDITIONAL INFORMATION

Awards

- Winner of the Canon Middle East (Lebanon) photography competition 2009

Portfolio

- www.facebook.com/Abdools.Photography
- www.taswir.com