



Musaed Alqashanin

Strategic marketing and communications



CONTACT

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musaed-alqashanin



EDUCATION

Advanced Diploma in Marketing & Sales
King Faisal University

Diploma in Public Relations
Alkhaleej Training Institute



SKILLS

Strategic Marketing & Campaign Management

Brand Development & Rebranding

Corporate Communications

Public Relations & Media Management

Creative Direction & Content Strategy

Government Sector Experience

Team Leadership & Cross-Functional Collaboration

Digital Engagement & Social Media Strategy



ABOUT ME

Strategic marketing and communications expert with over 12 years of experience across public & private sectors. Specialized in brand communication, creative campaign leadership, public relations, and reputation management. Successfully led award-winning initiatives recognized both locally & internationally, with a deep understanding of the Saudi market & Vision 2030 transformation goals. A recognized thought leader in the regional advertising industry, featured in Campaign's Brand Faces to Watch 2025 and serving as an official jury member at the Athar Awards Festival.



PROFESSIONAL EXPERIENCE

Deputy General Manager and Consulting Communications Advisor

2024 - Present

National Center for Vegetation Cover Development and Combating Desertification (NCVC) - Riyadh, Saudi Arabia

Designed and executed national communication strategies and awareness campaigns—such as the Saudi Green Initiative and COP16—by leading messaging development, managing media engagements, collaborating with local and international stakeholders, and overseeing content production across digital, audiovisual, and educational platforms.

Marketing Director

2023 - 2024

Social Development Bank - Riyadh, Saudi Arabia

Directed a comprehensive rebranding and marketing strategy that included organizing major events like the DVGO Entrepreneurship Conference and UN's Empretec Forum, launching nationwide self-employment initiatives, managing multi-channel campaigns aligned with Vision 2030, overseeing media relations and internal communications, and building strategic partnerships to enhance the bank's public image and drive impact.

Creative Director

2020 - 2022

PAVO Agency - Riyadh, Saudi Arabia

Led creative strategies across diverse sectors by managing multidisciplinary teams, directing digital, TV, and print campaigns, aligning creative output with brand goals, conducting audits for continuous improvement, mentoring talent, and driving business growth through strategic pitches and presentations.

Ideation Lead

2018 - 2020

Extend the Ad Network / Smaat - Riyadh, Saudi Arabia

Developed creative concepts for national-scale public projects by translating complex government briefs into compelling narratives, preparing high-value proposals, leading ideation aligned with Vision 2030, and collaborating with strategy teams to ensure concept validation, visual coherence, and impactful content integration.



AWARDS & RECOGNITION

NYX Awards

Creative Excellence (2021)

Hermes Awards

Best Integrated Campaign (2022)

AVA Digital Awards

Content Innovation (2022)

Riyadh Chamber

Best Ramadan Ad (2024)

Campaign ME

Brand Faces to Watch (2025)

Athar Awards Festival

Jury Member (2025)



HIGHLIGHTED PROJECTS

COP16 & International Environmental Forums

DVGO Entrepreneurship Conference

Empretec Forum - UN Collaboration

HungerStation Campaigns

Ithra - Aramco

Riyadh Season

Ministry of Culture Initiatives

Ministry of Housing Campaigns

Riyadh Newspaper Strategy

National Tree Planting Season

Head of Creative Content

2016 – 2018

Horizon FCB – *Riyadh, Saudi Arabia*

Directed creative work for government-focused marketing campaigns by building storytelling frameworks, leading content development across TV, digital, and event channels, collaborating with strategy teams, ensuring alignment with governmental vision and regulations, and optimizing messaging through research and audience testing.

Creative Copywriter

2014 – 2016

MOOD Agency – *Riyadh, Saudi Arabia*

Produced compelling advertising copy for cross-platform campaigns by collaborating with creative teams, contributing to national campaign ideation, adapting messaging across media formats, and leveraging audience insights to maximize engagement.

PR Writer

2010 – 2014

Saudi Aramco – *Alqafelah Newspaper – Saudi Arabia*

Developed editorial and corporate content for internal and external publications by aligning messaging with corporate strategy, supporting executive thought leadership, managing publication timelines, and contributing to media kits, press releases, and stakeholder communications.