

Ali Ashraf

Placing Brands in The Hearts & Minds of Humans.

CONTACT

+966 53 416 1029
aliashrff@outlook.com
Riyadh, KSA
Ali Ashraf

EDUCATION

CIM Level 4 Candidate
Chartered Institute of Marketing
'20-Present

CII Certified
Chartered Institute of Insurance
'09

BA (Honors)
Kingston University
Major: Marketing
London, United Kingdom

PROFILE

A dedicated and dynamic professional with over **sixteen years** of successful experience in **brand and marketing**. Proven track record of **developing** and elevating multiple local and high-level government **brands in Saudi Arabia**, including **Diriyah Gate Development Authority, General Authority for Statistics, Delivery Unit, VISION 2030, and the National Transformation Program**. Expertise encompasses **brand management, marketing, and communication strategies**. Proficient in **end-to-end campaign development**, from planning to execution, ensuring consistently high standards and on-the-ground delivery. Demonstrates **exceptional interpersonal and communication skills** to foster positive working relationships with stakeholders and colleagues across all levels.

WORK EXPERIENCE

Advertising, Media Buying and Product Placement

Associate Director 2023- Present

Senior Manager 2022-2023 Diriyah Company , RIYADH, SAUDI ARABIA 2023-Present

Established as a PIF company in 2024, Diriyah Company is delivering a culture-led 14KM² development on an unprecedented scale to secure and celebrate Diriyah's unique heritage and legacy. The masterplan consists of 10 iconic assets, over 40 hotels, 18k Homes, 1.6Mn+ SQM of office spaces, amongst other asset classes.

- ✓ Responsible for all paid media activities locally, regionally and globally – including media partnerships.
- ✓ Lead, develop, manage, and execute a local, regional and global media buying strategy for effective communication of the Diriyah brand position.
- ✓ Collaborate with leadership to set goals for advertising campaigns and devise strategic plans for goal attainment.
- ✓ Establish and oversee media partnerships across all formats.
- ✓ Work with the team to create impactful content and campaigns to enhance media buying strategy and campaign engagement.
- ✓ Spearheading the product placement strategy for Diriyah through strategic partnerships, ambassadorships, and innovative media placements, driving continuous engagement and brand equity leading up to the destination's opening.
- ✓ Managing external agencies to ensure on-time campaign execution and maximum ROI.
- ✓ C-level stakeholder management to ensure alignment and delivery on board level KPIs and objectives.
- ✓ Responsible for delivering quality MQLs that ultimately lead to residential or commercial revenue for Diriyah Company

Destination Marketing Manager

Diriyah Gate Development Authority , RIYADH, SAUDI ARABIA/ 2018 – 2022

The DGDA was established in July 2017 to preserve Diriyah's history, celebrate its community and develop the historic site into one of the world's greatest gathering places, creating a hub for Saudi Arabian culture and heritage . Reporting directly to the marketing director and responsible for:

- ✓ Develop and execute aligned marketing and communication strategies for annual development and destination programs, encompassing promotions, campaigns, launches, events, activations, and budget oversight.
- ✓ Contribute to visioning exercises for project developments, assets, and destination services to align with the overall customer experience and vision.
- ✓ Ensure a unified brand experience across all B2B and B2C customer journeys for all assets.
- ✓ Coordinate with cross-functional stakeholders for program updates, budget planning, and communication-related activities.
- ✓ Manage third-party vendors, including marketing agencies, to achieve business objectives.

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SKILLS & EXPERTISE

- Branding
- Marketing
- Comms
- Campaign Management
- Strategic Thinking
- Problem Solving
- Proficient MS Officeuser
- Team Worker
- Project Management
- Leadership Skills
- Time Management
- Presentation Skills
- Research & Analytical Skills
- Interpersonal Skills
- Critical Thinking
- Disciplined & Reflective Approach
- Ability to handle pressure
- Stakeholder Management

INTERESTS

- Hiking
- Traveling
- Football
- Performing Arts

LANGUAGES

- English -Native/Fluent
- Urdu -Native/Fluent
- Arabic -Conversational

REFERENCES

Available upon request

WORK EXPERIENCE (CONTINUED)

CONSULTANT

ABOAB & CO. , JEDDAH, SAUDI ARABIA/ 2015–2018

Aboab & co., a consulting firm, founded in 2010 to answer to a growing market need for consistent and pragmatic strategies that deliver on business objectives. Reporting directly to the managing partner and responsible for:

- ✓ Conducting strategic analysis through media listening, benchmarking, and research (quantitative & qualitative) to assess clients' positioning and develop future strategies for unique market placement.
- ✓ Developing comprehensive brands for clients, encompassing brand identity, collaterals, co-branding, and brand guidelines.
- ✓ Creating targeted marketing strategies aligned with positioning and branding, serving as a roadmap for achieving future objectives.
- ✓ Identify target audiences, their triggers, and barriers through research, and categorize messages based on behavioral insights.
- ✓ Design and execute campaigns at various levels of engagement within the overarching marketing strategy.
- ✓ Collaborate with agencies and vendors to ensure the delivery of clients' brand, marketing, and communication needs.

Assistant Marketing Manager

Prince Sultan Cultural Centre Company , JEDDAH, SAUDI ARABIA/ 2014 –2015

Prince Sultan Culture Center Company is a real estate master developer company incepted to create, build and manage the Prince Sultan Culture City. Reporting directly to the Marketing Director and responsible for:

- ✓ Implement and update marketing and branding policies and processes.
- ✓ Assist the Marketing and PR Manager in developing and executing branding strategies to enhance PSCC's market positioning.
- ✓ Deliver market reports and forecasts, analyze competitors' prices, sales, and distribution methods, and conduct a marketing benchmark study to identify gaps.
- ✓ Coordinate marketing and media campaigns.
- ✓ Lead branding efforts for various development components.
- ✓ Develop proposals to attract key vendors for participation in the development.

Brand Manager

Duraibah , JEDDAH, SAUDI ARABIA/ 2010 – 2014

As a contemporary Islamic design house, Duraibah opens the door for lifestyle products that enrich the bond between Muslims and Islamic culture. Reporting directly to the CEO and responsible for:

- ✓ Establish brand vision and strategy, overseeing product and packaging design, physical and online store setup, and overall project management.
- ✓ Develop and evaluate pricing strategy based on sales objectives, market characteristics, and cost considerations.
- ✓ Control, monitor, and forecast budget, coordinating with suppliers, designers, and agencies for brand execution.
- ✓ Review monthly sales and stock reports, analyze trends, and collaborate with store teams to execute sales strategies.
- ✓ Identify and pursue B2B sales opportunities and strategic franchising locations.
- ✓ Plan and maximize brand sales and profits.