

Ibrahim Gamaleldin

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Professional Summary

Senior marketing and communications leader with over 12 years of experience driving digital strategy, brand growth, creative direction, and multi-channel campaigns for global brands, government entities, NGOs, and media organizations across the MENA region. Proven expertise in digital transformation, audience development, stakeholder engagement, content monetization, and campaign management. Skilled in leading cross-functional teams, forging platform partnerships, and delivering measurable results in competitive markets.

Key Achievements

- » **Prince Mohammed bin Salman Royal Reserve:** Awarded **Silver at the Transform Awards MENA 2025** for *Best Expression of a Brand on Social Media Channels*. Led global launch generating **1.19B impressions** across 976 outlets, positioning the reserve as a global conservation leader.
- » **Shahid (MBC Group):** Drove relaunch strategy that grew paid subscribers from ~110K to **2.5M**, achieving 91% brand awareness and outperforming Netflix in MENA Top-of-Mind recall.
- » **SRMG:** Built monetization strategy across **30+ media brands**, forging partnerships with **Google, Meta, YouTube, X (Twitter), and Snapchat**; launched branded content products to boost yield.
- » **Alghad TV (DigiSay):** Orchestrated digital transformation, increasing engagement **+42%** and adding millions of followers on TikTok, YouTube, Instagram, Twitter, and Facebook.
- » **Munathara Initiative:** Designed and scaled the Arab world's largest digital debate platform; secured **\$50K/month ad grants** from major tech platforms; built audience base for historic 2019 Tunisian presidential debates (watched by 6.4M live).
- » **Bubblegum Factory:** Co-founded and grew a boutique digital agency, delivering campaigns for **Google, USAID, Al Ahly FC, Flat6Labs, Careem, and Sony Music**.

Professional Experience

Saudi Research and Media Group (SRMG)

Riyadh, Saudi Arabia

Head of Social Media

2025 - 2025

- » Drove SAR 1.63 M (\$433 K) in social-platform revenue by mid-2024 and activated monetization for 30 titles (Thmanyah, Billboard Arabia, Sayidaty, Al Sharq Al Awsat, Hia, Arab News) toward a SAR 3 M annual goal.
- » Lead monetization and distribution strategy for 30+ media brands in news, lifestyle, sports, and entertainment.
- » Manage partnerships with global platforms including Google, Meta, YouTube, X, and Snapchat.

Prince Mohammed bin Salman Royal Reserve Development Authority

Riyadh, Saudi Arabia

Senior Manager of Marketing and Communications

2023 - 2025

- » Directed global communications strategy, content creation, and crisis communications.
- » Delivered integrated campaigns across social media, PR, and executive communications, achieving 1.19B global impressions.

DigiSay

Cairo, Egypt

Head of Digital Strategy - Al Ghad TV

2022 - 2023

- » Rebuilt digital operations, integrating editorial and social teams with data-driven workflows.
- » Increased engagement by 42% and achieved significant cross-platform audience growth.

MBC Group

Cairo, Egypt

Creative Strategy Lead, Originals & Tentpoles - Shahid

2020 - 2022

- » Led creative, social, and content marketing strategies, driving subscriber growth from 110K to 2.5M.
- » Achieved +44% organic reach and +28% video views through optimized content programming.

APCO

Dubai, United Arab Emirates

Content Lead (Secondment to Ministry of Climate Change & Environment)

2018 - 2019

- » Produced weekly video series and digital storytelling for government initiatives.
- » Managed campaigns for high-profile events such as the Papal Visit and World Government Summit.

The Munathara Initiative

Tunis, Tunisia

Head of Digital & Content

2016 - 2018

- » Designed and scaled the region's largest digital debate platform.
- » Secured \$50K/month ad credits from Google, Facebook, and Twitter; expanded debates to 4 TV channels and 12 online outlets.

Bubblegum Factory

Cairo, Egypt

Co-founder

2012 - 2015

- » Built and led a cross-functional creative agency, securing 20+ competitive client pitches and positioning Bubblegum Factory as a key player in digital content and marketing solutions across MENA.
- » Developed and executed digital marketing and content strategies for high-profile clients, including Google, USAID, and Al Ahly FC, driving engagement, brand visibility, and audience growth.
- » Achieved a 40% increase in ROI for clients by aligning marketing communications with business objectives, leveraging CMS, content marketing, and performance-driven strategies.
- » Maintained a 90% client retention rate by fostering strategic partnerships and delivering high-impact digital campaigns tailored to brand needs.
- » Led digital growth initiatives for major MENA entrepreneurship platforms like Flat6Labs and RiseUp, driving 35% growth in brand recognition through SEO, LinkedIn, and Instagram content strategies.

Projects & Outside Experience

Global Youth Biodiversity Network

Nagoya-shi, Aichi Prefecture, Japan

Co-founder, Global Steering Committee Member

2010 - 2012

- » Played a foundational role in establishing the Global Youth Biodiversity Network (GYBN) during the 10th Conference of the Parties (COP10) to the Convention on Biological Diversity (CBD) in Nagoya, Japan.
- » Contributed to the network's vision of empowering youth globally to advocate for biodiversity conservation and ensuring their voices are included in international policy-making.
- » Served on the Interim Steering Committee, leading efforts to define governance structures, operational frameworks, and a democratic, transparent decision-making process.
- » Supported the drafting and adoption of the GYBN Statute at the Kick-Off Meeting in Berlin, Germany (2012), which formalized the organization's mission and vision.
- » Provided strategic guidance, coordinated communication efforts, and mobilized youth involvement in global biodiversity advocacy.
- » Facilitated the growth of GYBN into a globally recognized platform with regional chapters across continents.
- » Focused on background operations and logistical support after the network's establishment, ensuring continuity and sustainability of its activities.
- » GYBN went on to become the official youth constituency for the CBD, achieving international recognition for its impact, including the 2020 MIDORI Prize for Biodiversity.
- » [Link to project](#)

Education

American University in Cairo

Bachelor's, Political Science

2011 - 2016

GPA: 2.3

Certifications

- » Certified Digital Marketing Professional (DMI)
- » Associate in AI for Digital Marketing (2024)
- » Ecology: Ecosystem Dynamics & Conservation (2023)

Skills

- » **Skills:** Digital Strategy, Creative Direction, Social Media Marketing, Content Monetization, Platform Partnerships, Stakeholder Engagement, Government Communications, Crisis Communications, Audience Growth, Video Production, Data Analysis, Branding/Brand Strategy