

OMAR TOHME

Marketing Manager | Brand Growth and Engagement

📍 Riyadh, KSA | 📞 966 50 253 0369 | ✉ Omartohmeh@live.com | 🇱🇧 Nationality: Lebanese | [LinkedIn: Omar Tohme](#)

CAREER SUMMARY

Results-driven Marketing & High-scale Events Manager with over 10 years of experience leading high-impact campaigns, brand activations, and large-scale events across the Middle East, GCC, and Europe. Skilled in strategic marketing, campaign execution, and stakeholder engagement, with a proven record of enhancing brand visibility, optimizing budgets, and delivering measurable ROI. Adept at building strong client relationships, managing cross-functional teams, high valued projects, and aligning marketing strategies with business objectives to achieve sustainable growth.

KEY COMPETENCIES

- Strategic Marketing & Brand Positioning
- Client Relationship Management
- Cross-functional Leadership
- Integrated Marketing Campaigns
- Event & Experiential Planning
- Market & Consumer Insights
- Digital & Social Media Marketing
- Budgeting & Resource Optimization
- Performance Measurement

WORK EXPERIENCE

2024 – Present | Operations & Marketing Manager | ThreeLines – Riyadh, Saudi Arabia

- Spearhead marketing and operational execution of campaigns, ensuring alignment with organizational objectives
- Oversee vendor negotiations, resource allocation, and logistics to deliver cost-effective, high-quality campaigns.
- Develop marketing strategies and execution plans that strengthen client engagement and market presence.
- Lead financial planning, budget management, and forecasting to optimize return on marketing investment.

2023 – 2024 | Activation & Marketing Manager | Dice Marketing and Advertising – Riyadh, Saudi Arabia

- Directed brand activations and experiential marketing campaigns, achieving measurable increases in brand awareness and customer engagement.
- Partnered with clients to design and implement innovative marketing activations aligned with brand objectives.
- Managed end-to-end marketing execution: concept development, budgeting, staffing & performance analysis.

2021 – 2023 | Client Services & Marketing Account Manager | Accelerate Online – Dubai / KSA

- Developed integrated digital marketing strategies, driving a 30% increase in social media followers.
- Boosted web traffic by 25% through collaborative content initiatives and data-driven campaign optimization.
- Ensured consistent brand alignment in digital presence by moderating user-generated content and maintaining a 95% customer approval rating.

2019 – 2021 | Project Manager | M.A.D. Music.Arts.Design – Lebanon / France

- Produced the TV show “Bedkon Beit” on LBC, achieving strong ratings and boosting celebrity-driven brand visibility.
- Enhanced audience engagement through targeted celebrity partnerships, increasing social media reach by 20%.
- Negotiated supplier contracts and shooting locations, reducing production costs by 10% without compromising quality.

2016 – 2020 | Events & Marketing Project Supervisor | Space Sound Studio – Lebanon / GCC

- Designed and executed marketing-driven event programs, ensuring adherence to budgets and client objectives.
- Directed project schedules and timelines, ensuring seamless coordination and delivery across multiple stakeholders.
- Strengthened client relationships by delivering impactful event campaigns aligned with brand strategies.

2017 – 2018 | Social Media Account Manager | AllContent – Lebanon

- Managed multi-platform social media campaigns, developing brand-specific content strategies and analyzing performance metrics.

2017 | Producer | Annahar Newspaper – Web TV – Lebanon

- Directed and marketed Web TV productions, boosting digital viewership and audience interaction.
- Oversaw content planning, production schedules, and marketing strategies to maximize reach.

FEATURED PROJECTS

Al Sayegh – Dubai, UAE

Events Marketing Project Manager | Feb 2023 – Mar 2023

- Designed and executed large-scale corporate events, achieving 100% adherence to plans and a 5% cost reduction.
- Supervised a team of 6 project managers, ensuring timely delivery, brand consistency, and client satisfaction.

Qatar Vision – FIFA World Cup 2022 – Qatar

Events Manager | Oct 2022 – Dec 2022

- Managed marketing and event execution for FIFA World Cup projects, aligning campaigns with global standards.
- Streamlined processes, minimizing risk while optimizing resources and boosting project success.

Qatar Vision – FIFA Arab Cup 2021 – Qatar

Stage Manager | Oct 2021 – Dec 2021

- Directed live stage and marketing operations, reducing production time by 20% and setup time by 15%.
- Enhanced production quality, achieving strong audience and stakeholder satisfaction.

EDUCATION

- **American University of Science and Technology – Lebanon**

Bachelor's in Communication Arts | Sept 2011 – Jun 2015

KEY ACHIEVEMENTS

- Successfully delivered 100+ high-profile marketing activations and large-scale events across the Middle East and GCC, strengthening client portfolios and market presence.
- Increased digital engagement by 30% and web traffic by 25% through data-driven social media strategies and targeted content marketing.
- Achieved up to 10% cost savings by negotiating vendor contracts and optimizing resource allocation without compromising quality.
- Managed and executed multi-million-dollar marketing budgets, consistently delivering projects within scope, on time, and with measurable ROI.
- Enhanced brand visibility and customer engagement by 20% through innovative experiential marketing campaigns and celebrity partnerships.
- Improved client satisfaction, achieving a 95% approval rating by aligning marketing strategies with client objectives and delivering measurable results.

TECHNICAL SKILLS

- Google Ads
- Meta Ads Manager (Facebook/Instagram)
- LinkedIn Campaign Manager
- Google Analytics
- Microsoft Office Suite
- Google Workspace
- CRM
- Graphic Design tools

KEY SKILLS

- Strategic Marketing
- Campaign Planning & Execution
- Digital & Social Media Strategy
- Brand Development
- Client Relations
- Market Research & Analytics
- Event Marketing & Sponsorships
- Performance Tracking & ROI
- Budgeting & Forecasting
- Vendor & Stakeholder Management
- Content Strategy & Copywriting
- Team Leadership & Mentoring

LANGUAGES

- Arabic - Native
- English -Fluent
- French -Fluent