Hamad Alshaikh

Content Manager | Associate Creative Director | Senior Marketing Specialist

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Profile

Content Manager and Creative Copywriter with over 8 years of experience in editorial strategy, impactful messaging, and innovative campaign development.
I blend strategic thinking with strong writing to create content that builds brand identity and drives meaningful engagement across digital campaigns, internal communications, and AI-powered creative experiences.

Education

Bachelor's Degree in Media and Communication
Institution: Imam Mohammad ibn Saud University, Riyadh, KSA,
Graduation: June 2020

Work Experience

Content Manager   May 2025 - Present
Dice Marketing Agency, Riyadh

*Shaping editorial vision and content tone.
*Overseeing content quality and consistency.
*Creating impactful campaign ideas.
*Aligning visual and written messaging with creative teams.
*Conducting team workshops on integrating AI tools into creative workflows

Concept Developer | Senior Conceptual Copywriter   Oct 2024 - April 2025
Entourage, Riyadh - Dubai

*Crafting concepts for campaigns and events
*Shaping narratives aligned with brand identity
*Ensuring cohesive execution with creative teams
*Writing key messaging that serves strategic goals

Senior Creative Copywriter   Oct 2023 - Oct 2024
Digitect, Riyadh, Saudi Arabia

*Specialized in scriptwriting for campaigns, videos, and digital activations
*Writing internal communication materials for government entities
*Preparing reports and structured content documentation

Senior Creative Copywriter   Feb 2023 - Oct 2023
INVENU, Riyadh, Saudi Arabia

*Creating and strategizing social media content
*Writing scripts for campaigns and digital platforms
*Developing proposal decks and pitch materials

Skills

Creative Concept Development

Storytelling

Copywriting

Scriptwriting

Editing and Review

Marketing

Social Media Content Strategy

Tik Tok Content Creation

Team Contribution

Internal Communication

Marketing Communication

Brand Messaging

Marketing Research

Campaign Development

SEO

Leadership

Content Planning

Google Analytics

UX Writing

Art Direction & Creative Concepting using AI tools

Languages

Arabic

English

UX Copywriter (Part-time)   Feb 2023 - Jun 2023
AlMatar, Riyadh, Saudi Arabia
* Specialized in creating content for app interfaces and chatbots.
* Optimized user experiences through strategic copy.

Creative Copywriter   Feb 2022 - Feb 2023
INVENU, Riyadh, Saudi Arabia

* Conceptualized and crafted narratives for social media
campaigns.
Crafted and edited scripts for promotional content across video and
ad formats.

Content Specialist (Freelance)   May 2022 - Oct 2022
Verdura Consulting, Dubai, United Arab Emirates

*Produced engaging, entertaining, and informative media scripts
*Managed social media accounts and planned content calendars

Content Creator (Freelance)   Jan 2022 - Oct 2022
Raqmeyat, Dubai, United Arab Emirates

*Monitored performance metrics and optimized content accordingly
*Responded to audience interactions and maintained brand voice
across platforms

Copywriter (Assigned)   May 2022 - Jun 2022
General Organization for Social Insurance, Riyadh, Saudi Arabia

*Editorial oversight of official social media accounts
*Writing official letters, speeches, and reports

Senior Copywriter   Jan 2021 - Feb 2022
Quasar Marketing Solutions, Riyadh, Saudi Arabia
* Managed all client content for consistency across platforms.

Copy & Content Writer (Freelancer)   Jul 2021 - Jan 2022
Partners Marketing Solutions, Riyadh, Saudi Arabia
* Wrote and proofread blog posts, social media content, website
copy, and articles.

Junior Copywriter   Jan 2020 - Jun 2020
Brief, Riyadh, Saudi Arabia

Copywriter (Freelancer)   Apr 2016 - Present

UX Writer (Freelancer)   Aug 2019 - Present
I also work as a UX Writer, creating clear and engaging content to
enhance user experience and ensure intuitive digital interactions.

Iíve written key pages for platforms like Al Matar App, Sayyar, and
Riyad Bank, aligning content with brand identity for a seamless
journey. Iíve also developed conversation trees for customer service
centers to improve response efficiency and chatbot scripts for
smoother user interactions.

Certification

Google Analytics – Google
Creative Thinking – Misk
Foundation
Scriptwriting Essentials – Doroob
Storytelling Techniques – Udemy
Investigative Journalism – Doroob
Introduction to Social Media –
Doroob
How to Build an Effective Social
Network – Doroob
(CDMP) – Digital Marketing Institute
(DMND) – Udacity