

A stronger point of view behind the content.

I help marketing leaders and established teams decide what each platform should do, shape the creative work and build a practical operating rhythm.

15+

brands across agency-side experience

9

sectors across the Gulf



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SOCIAL

For teams that already produce content—but need better decisions.

I am usually brought in when the brand is established, activity is already happening and the team needs judgment across strategy, creative work or operations.

Discuss your current setup

01

Strategy and positioning

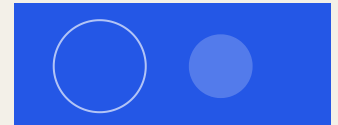
Platform roles, audiences, editorial themes and priorities.



02

Creative direction

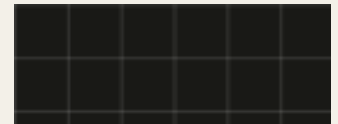
Briefs, feedback and consistent quality control.



03

Regional localisation

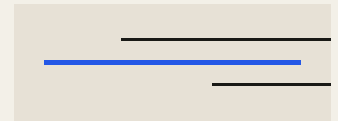
Language, creators, cultural moments and market relevance.



04

Community and reporting systems

Response standards, workflows and recommendations.



Making a global B2B brand more relevant to the region.

The account needed a stronger regional point of view. I developed and led the LinkedIn strategy, reshaped the messaging and guided the creative direction around innovation, trust and regional success stories.

My role

Strategy lead, messaging, competitive analysis and creative direction within the agency-client team.

EVIDENCE 01



504
followers per post

Why it matters: 1.9× the next-highest account in the five-account coatings comparison.

Comparison set

Jotun MEIA, Hempel, Caparol MEA, National Paints and Jazeera Paints over the same 365-day window.

Method

Organic follower growth divided by published posts for each account over the same period.

Replacing imported campaigns with a Saudi-first content plan.

The content mirrored international campaigns and lacked local relevance. I led the localisation strategy, redefined the tone and aligned the plan with Saudi culture, language, creators and key moments.

My role

Localisation strategy, tone of voice and content direction.

SAUDI-FIRST · EVIDENCE 02

+1.15%

website visits

Why it matters: an increase against the pre-localisation baseline after moving to a Saudi-first content plan.

Before

A regional calendar was reused without enough local context for Saudi audiences.

After

A Saudi-first plan used local interests, creators, language and cultural moments.

Giving the community team a faster, more consistent response system.

Slow and inconsistent community management was creating missed opportunities. I developed the operating framework: FAQs, response templates, writing standards, workflows and tagging.

My role

Community framework, workflow design and writing standards.

RESPONSE SYSTEM · EVIDENCE 03

83%

faster response time

Why it matters: measured against the previous community-management workflow.

Before

Recurring questions were handled without a shared response standard or escalation path.

After

One response library, tagging system and escalation workflow supported everyday community decisions.

Agency-side experience across brands and sectors.

Selected marks represent agency-side account experience. They are shown for recognition, not as direct testimonials or endorsements.



You work with me

I shape the strategy and stay involved as the work develops.

Works with existing teams

I can support an in-house team, agency partner or specialist production network.

Regional context

UAE and KSA experience across local, regional and global accounts.

Useful reporting

Performance is translated into a recommendation, not left as a dashboard summary.

Choose the conversation you need.

I am open to consulting engagements, strategic collaborations and the right in-house social media opportunity.

For consulting or strategic support

Share the account, current team setup and the decision you are trying to make.

[Start with the website](#)

For an in-house opportunity

Send the role, scope and team context. I will reply with the most relevant experience.

[Email the opportunity](#)

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