

ANAS ELSHORA

AI Marketing Leader | Head of Marketing | Digital Marketing Manager | Brand Strategist | PMF Certified

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PROFESSIONAL SUMMARY

Results-driven Head of Marketing with 10+ years of experience in digital marketing, brand management, and team leadership across the UAE and Saudi Arabia. Proven track record of scaling social media presence by 2,420% (5K to 126K+ LinkedIn followers), leading teams of 10+ professionals, and executing integrated marketing campaigns. Expert in marketing strategy, CRM implementation (Zoho), event marketing, content creation, and marketing automation. Strong background in graphic design (Adobe Creative Suite), WordPress development, and AI-powered marketing tools. PMF-certified professional with bilingual capabilities (Arabic/English) delivering measurable ROI and business growth.

CORE SKILLS

Marketing Strategy • Digital Marketing • Brand Management • Team Leadership • Event Marketing • Social Media Marketing • Content Marketing • Lead Generation • Marketing Automation • CRM Management (Zoho) • Campaign Management • Google Ads • LinkedIn Ads • Meta Ads • SEO/SEM • Email Marketing • WordPress • Graphic Design • Adobe Creative Suite • Data Analytics • KPI Reporting • Budget Management • Stakeholder Management • Project Management • Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Head of Marketing | Taaeen | Abu Dhabi, UAE

January 2025 – Present

- Lead and manage a 10-member marketing team across creative, digital, and CRM functions
- Develop and execute full-funnel marketing strategy for consulting and talent development firm
- Spearhead regional campaigns and brand launches for Impact+, Skills+, TFS+, and Setup+ sub-brands
- Drive marketing KPIs including lead generation, brand awareness, and event ROI optimization
- Manage cross-functional collaboration with sales, HR, and executive leadership teams
- Oversee marketing budget allocation and performance analytics reporting

Marketing Manager | Taaeen | Abu Dhabi, UAE

January 2023 – December 2024

- Achieved 2,420% LinkedIn audience growth, scaling from 5,000 to 126,000+ followers
- Managed multichannel digital marketing campaigns across LinkedIn, Google, and Meta platforms
- Led marketing strategy for award-winning booth at ATD Middle East 2024
- Implemented Zoho CRM system across sales and marketing pipelines, improving lead tracking
- Oversaw paid media strategy with optimized ROAS across digital advertising channels
- Coordinated marketing efforts for major events: CIPD Gala 2025, CIPD Graduation, CIPS Event, DGE Event

Senior Graphic Designer & Digital Marketer | Taaeen | Abu Dhabi, UAE

January 2022 – December 2023

- Created 150+ campaign visuals, event materials, and digital marketing assets
- Designed and developed company WordPress website with optimized UX/UI
- Produced video content and social media assets for UAE and KSA markets
- Managed brand identity and visual consistency across all marketing channels

Graphic Designer & Digital Marketer | Al-Bassam Group | Saudi Arabia

2018 – 2022

- Created brand assets, advertising creatives, and content calendars for retail and corporate clients
- Managed social media marketing and community engagement strategies
- Designed marketing materials for government and private sector campaigns across KSA
- Supported event marketing and on-ground activation initiatives

KEY ACHIEVEMENTS

- Scaled LinkedIn audience from 5,000 to 126,000+ followers (2,420% growth)
- Led marketing for award-winning booth at ATD Middle East 2024
- Successfully launched 4 strategic sub-brands: Impact+, Skills+, TFS+, Setup+
- Implemented Zoho CRM across organization, improving sales-marketing alignment
- Executed major corporate events: CIPD Gala 2025, CIPD Graduation, CIPS Event, DGE Event
- Delivered Misk Foundation project with end-to-end marketing execution
- Produced 150+ visual and video assets for multi-market campaigns

KEY CLIENTS

UAE: DGE, ADNOC Group, ADNEC, FAHR, DAMAC, Miral, ADPF, ADCMC, CDA

KSA: Misk Foundation, STC, Alinma Bank, NOKIA Saudi, HRDF

TECHNICAL SKILLS

Design & Creative: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Canva, Figma

Marketing Tools: Zoho CRM, Google Analytics, Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, Mailchimp

Web & Development: WordPress, HTML/CSS, SEO, Google Tag Manager

AI Tools: Claude AI, ChatGPT/GPT-4, Coderick, n8n Automation, Nano Banana, Adobe Firefly, MidJourney, Runway, ElevenLabs, Microsoft Copilot

EDUCATION

Special Diploma in Education Technology | Tanta University, Egypt | 2014

Vocational Diploma in Education Technology | Tanta University, Egypt | 2013

Bachelor of Education Technology | Al-Azhar University, Egypt | 2010

CERTIFICATIONS

- PMF Certified Professional
- Google Digital Marketing Certification

- Google Ads (Display & Search) Certification
- HubSpot Social Media Marketing Certification
- Snapchat Ads Manager Certification
- Project Management Foundations – LinkedIn Learning
- Leading a Marketing Team – LinkedIn Learning

LANGUAGES

Arabic: Native | **English:** Advanced